APRIL 6, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Agreed, Mr. Stevens!

Campbell-Mithun, Inc. Advertising 1300 Northwestern Bank Building. Minneapolis 2, FE 9-7383

March 23, 1959

Mr. Phil Hoffman
General Manager
Station WTCN-TV
Minneapolis, Minnesota

Dear Mr. Hoffman:

Please accept our heartiest congratulations for a job extremely well done on last week's state high school basketball tournament.* We are particularly happy with the way your staff handled every phase of sales service and production.

I believe it was the most flawless programming of its type I have seen in the Twin Cities.

The tournament coverage technically and production-wise was excellent. Our commercials for Northwestern Bank were handled in a most professional manner.

Will you please express our sincere appreciation to all concerned who made this a top flight sports presentation.

Sincerely,
Richard Stevens
Manager
Radio-TV Production
Department

Richard L. Stevens
dh

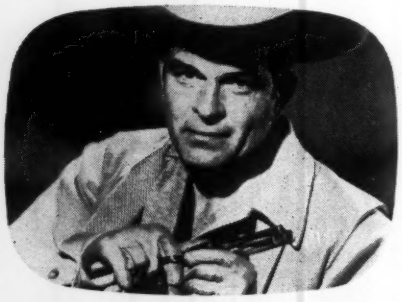
* Viewers agree, too. ARB Coincidental: 31.9 Rating—43.7% Share of Audience

Represented Nationally by KATZ Agency

WTCN-TV Minneapolis 11 ABC-TV St. Paul

GOOD GUYS FINISH FIRST!

Westernwise, fact bears out fiction—good guys do come out ahead every time. VICTORY PROGRAM SALES has the ARB shares to prove it:



STEVE DONOVAN, WESTERN MARSHAL: Current repeat-runs first in their time-periods . . . with even greater share-averages than previous runs. Pittsburgh, for instance: 1st run 71%, 2nd run 73%. Kansas City: 2nd run 38%, 3rd run 55%. Mobile: 2nd run 71%, 3rd run 74%!

FRONTIER: Increasing its share in its time period with each succeeding run. In Detroit, for example: 3rd run 32%, 4th run 38%. Portland, Oregon: 2nd run 26%, 3rd run 33%. Nashville, Tenn.: 2nd run 23%, 3rd run 54%. Columbus, Ohio: 2nd run 31%, 3rd run 50%!

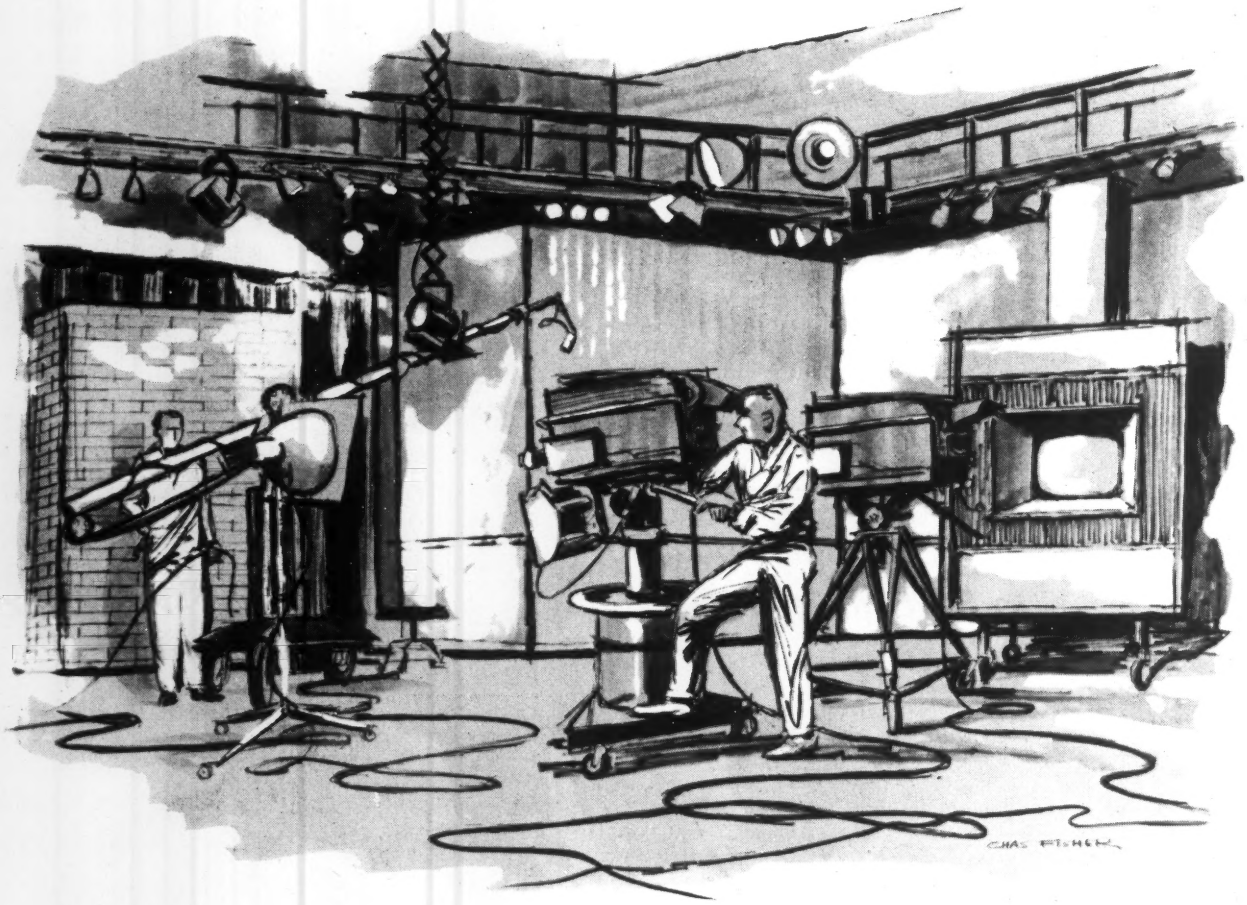
HOPALONG CASSIDY: Still a strong front-runner. Beat everything against it in Baltimore, 4th through 7th runs (7th run averaging an 81% share). Fresno: continuing 1st, 2nd, 3rd run leadership with 4th run 38% average share. Minneapolis-St. Paul: 6th run 86% share, 7th run average-to-date 92%!

All this at an average cost-per-thousand of $1.19! Strip 'em, rotate 'em, bet 'em back-to-back—with a buy like this, you've got to wind up winners!

VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTS, INC. • Canadian Representative: Fremantle of Canada, Ltd

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



live, tape, film or net . . .

VIDEOTAPE

the best way to cover the Dallas-Fort Worth Market is with KRLD-TV in Dallas. The powerful Channel 4 signal reaches 656,600 TV Homes — the greatest TV Circulation in the South! Ask any Branham man.

KRLD-TV

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT

No sale • Recurring rumor that NBC would be sold, with or without its owned-and-operated stations, was answered last Thursday by Brig. Gen. David Sarnoff, chairman of RCA board, in this exclusive statement to BROADCASTING: "You have asked me whether there is any truth to rumors you have heard that the NBC is for sale. Nothing is further from the truth. It would be interesting to know the source of these rumors since they are unfounded and malicious."

Stiffer labor law? • There'll be effort started in Senate within fortnight to plug loophole in labor law exposed by National Labor Relations Board decision last week upholding coercive picketing and secondary boycotts against WKRG-AM-TV Mobile (story page 79). Sen. Carl T. Curtis (R-Neb.) will offer amendment to Kennedy-Ervin labor bill (S 1555) which would outlaw use of labor pressures like those applied by International Brotherhood of Electrical Workers against WKRG advertisers.

Policy on oversight • In drafting stage is policy statement by FCC on manner in which it will treat applications involving sale or purchase of stations in any way mentioned in House Legislative Oversight Committee proceedings. Presumably intent is to handle such matters on case-by-case basis but with decisions contingent upon whatever action FCC might take in final adjudication.

Similar practice has been followed by FCC in past in making contingent grants to stations, whatever their nature. Some 30 stations were mentioned in one way or another during House Oversight proceedings and in each instance FCC has thrown into executive docket any matters affecting these stations.

Pay is possible • Purchase of WXIX (TV) Milwaukee from CBS by Gene Posner does not preclude possibility that station may eventually file application for pay tv test of Zenith Phonevision system there. While Zenith was known to have been interested in acquiring CBS o&o outlet (CLOSED CIRCUIT, March 16), there's still room for "rapprochement" between Zenith and WXIX, which plans to explore toll tv avenue.

There's also another gleam in WXIX eye: rights for telecasts of Braves road games in next couple of years, possibly in 1961. While uhf station eyes baseball privileges, it will concentrate on film programming (feature movies and syndicated properties, including bowling and wrestling), providing FCC approves sale to Mr. Posner, who is president of WMIL Milwaukee and prominent local real estate owner.

Test tube • Robert Saudek Assoc., production firm (*Omnibus* series and others), understood to be in expanding mood. Firm reportedly is considering acquisition of tv station, preferably in three- or four-station market of respectable but not biggest size. Although spokesmen would neither confirm nor deny report, one assumption is that station might be used to some extent as "laboratory" to test new program ideas.

Board seat • Added recognition to media at Benton & Bowles: Lee Rich, who heads media as vice president at agency, elected to board of directors. There'll be announcement to that effect soon.

Abroad in brief • Two FCC members —Chairman John C. Doerfer and Comr. T.A.M. Craven—are slated for overseas conferences in next few months. At behest of State Dept., Chairman Doerfer is on notice to head U.S. delegation to Tokyo conference having to do with cable project between Japan and U.S., but formal appointment is awaiting Congressional action on deficiency appropriation to be considered about May 1. Conference, probably to last about 10 days, formally would get under way May 4.

Comr. Craven, chairman of preparatory committee for International Telecommunications Conference in Geneva, which begins in mid-August, is understood slated for chairmanship of American delegation, but no formal announcement has been made pending State Dept. clearances. He would head radio conference, which would run August through September, with plenipotentiary conference to begin in October. Francis Colt deWolf, chief, Telecommunications Division of State Dept., is expected to head U.S. delegation to plenipotentiary sessions, which run from mid-October through December.

Radio World Wide • Exact date remains to be set, but that next meeting of stations interested in forming Radio World Wide (BROADCASTING, March 23, 30) will be held during week of April 13 in New York. It will deal primarily with setting up corporation and operating details, and it'll separate men from boys as far as new program venture is concerned: it will be open only to stations which have deposited earnest money toward incorporation. Herbert L. Krueger, WTAG Worcester, heads three-man organizing committee, which probably will be expanded.

In the air • It's conceded at Young & Rubicam that tv is good bet to be included in American Airlines' future media planning. Tv figured prominently in presentation Y&R made when seeking account and reportedly airline officials were "impressed." American is radio user, already has shown signs of considering tv too and Y&R appointment may be clincher.

New slate • New staff for House Legislative Oversight Subcommittee probably will be named this week by Rep. Oren Harris (D-Ark.), chairman. Only few members of 1958 staff remain, among them chief counsel Robert Lishman and investigator Oliver Eastland, with majority to begin work fresh within next two weeks. Many new staffers already have been hired but announcement has been withheld until consultation with Rep. John Bennett (R-Mich.), ranking minority member who spent Easter recess in Florida.

Commercials and Conelrad • Makegoods are occupying agencies and stations and their reps these days in preparation for broadcasting blackout from 11:30 to noon April 17 for Conelrad drill (BROADCASTING, March 30). General procedure is for stations and reps to let agencies know when commercials normally scheduled for that half-hour will be carried, get their ok or, if agency demurs, work out suitable alternative. Lloyd George Venard, for one, says make-goods for Venard, Rintoul & McConnell stations will have agency clearance by April 13.

Time is problem • This is what's behind report that Procter & Gamble may drop *Loretta Young Show* on NBC-TV: P&G seeks new time period for series it's programmed Sunday, 10-10:30 p.m. for several years. P&G would rather stick with show but definitely wants new slot. So far issue hasn't been resolved. Benton & Bowles, New York, is P&G's agency on show.

MGM

Monday through Friday, SPeeDy Matinee Theater

WARNER BROS.

average January–February ARB – 8.1...January–

UNITED ARTISTS

February Nielsen – 12.5...Monday through Saturday

RKO

Feature Theater average January–February ARB –

ROCKET 86

13.9...January–February Nielsen – 14.8...Friday

SCREEN GEMS • SCREEN GUILD • MPTV

Feature January–February ARB – 15.1...January–

February Nielsen – 19.6...Saturday Feature January–

February ARB – 17.3...January–February Nielsen – 14.3

These premium packages form one of the largest and finest feature movie libraries available. Quality programming gives consistently high audience viewing. Current ratings prove Channel 13 advertisers receive top value advertising for low dollar cost. Ask your Katz man for the facts.

"Famous on the local scene"

WSPD-TV

CHANNEL **13** • TOLEDO

Storer Television

WSPD-TV Toledo · WAGA-TV Atlanta · WJW-TV Cleveland · WJBK-TV Detroit · WITI-TV Milwaukee

STORER BROADCASTING COMPANY

WEEK IN BRIEF

Mr. Gunn

'Shock treatment' radio sells Flako • Clinton E. Frank Inc., Chicago, found itself with a marketing problem for Quaker Oats Co.'s Flako which spot radio handled with flexibility and impact. The sales figures are secret, but the success story needn't be hid under anyone's bushel. So Buckingham W. Gunn, Frank's vice president and radio-tv director, tells about it in this week's MONDAY MEMO. Page **21.**

Ferment on tv allocations, spectrum • Heavy activity on tv allocations and the whole spectrum was underway in Washington last week: FCC struggles with tv's uhf-vhf problem, still can't resolve it. Kenneth A. Norton, propagation specialist, resurrects 1949 plan, calls for closer vhf spacing. Plan of Presidential Advisory Committee finally made public. Mobile users push for more spectrum space mostly at expense of tv; broadcast allocations defended by radio-tv spokesmen. Page **35.**

Tv sells telephones • Viewers out-buy non-viewers by three to one, sponsor tells ANA research group in case-history report. Workshop also hears Schachte admonish advertisers to face fact that advertising effectiveness cannot be measured precisely in dollar results. Page **48.**

American Airlines lands • New agency for $6 million-plus account is Young & Rubicam. Page **50.**

Coffee time at JWT • Nation's No. 1 radio-tv billing agency is appointed by Chase & Sanborn for regular and instant coffees. Account moves from Compton July 1. Page **50.**

NAB convention pulse • Survey of delegates shows three out of five approve limiting exhibits to broadcast equipment and shift of film and service firms to hospitality suites scattered around convention hotel instead of bunched as in past years. Page **56.**

Networks off and running • Gross income increases 5% in January for tv networks. Each network shows gain. Page **62.**

Responsibility of U.S. journalism • Panel of editors and writers explores a wide variety of issues touching upon responsibility of mass communications media to the public and concludes there is room for improvement. Page **69.**

Border trouble • KFMB-TV feud with XETV (TV) Tijuana, Mexico, erupts again as San Diego outlet take series of actions against Mexican tv outlet. Page **79.**

Educational tv's own network • John F. White, head of National Educational Television & Radio Center, predicts regional hookups will be connected and tv tape recording will supply new program facilities. Page **81.**

Radio-tv network showsheets • The quarterly rundown of the three tv networks and four radio networks and details of all programs and sponsors. New program cycles and sponsors starting during the next quarter are shown, too. The showsheets are divided into one-hour segments, morning, afternoon and evening, for easy reference. Page **94.**

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BUYING DETROIT AND SOUTHEAST MICHIGAN?

NOW! WXYZ-TV

YOUR BEST BUY IN MICHIGAN IS NOW A BETTER BUY THAN EVER!

NEW TOWER! tallest TV tower in southeast Michigan

NEW POWER! blanketing an even larger area with a powerful signal

NEW AUDIENCE! wxyz-tv adds new viewers running into the hundreds of thousands

NEW COVERAGE! wxyz adds scores of suburbs, towns and cities

Now transmitting from the heart of America's fifth market . . . center of Southeast Michigan's population shift!

This huge 1,073 ft. tower permits WXYZ-TV to blanket a larger area than ever with a powerful signal . . . adding hundreds of thousands of viewers to its coverage area! now WXYZ-TV serves more people, better!

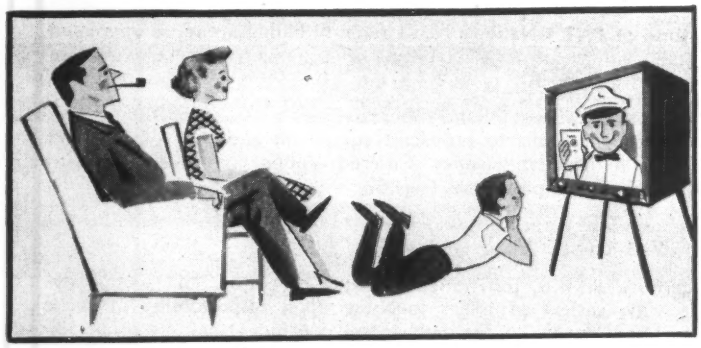
BROADCAST HOUSE—10 Mile and Northwestern, 14 miles northwest of central Detroit

WXYZ-TV CHANNEL 7 DETROIT ABC

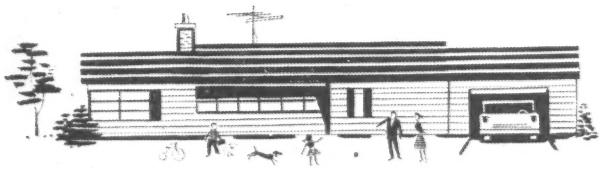
Represented Nationally by BLAIR-TV

They buy as a family . . .

because they were sold as a family . . .



by their local Meredith station!



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 35

Miami ch. 7 case reopened by FCC

FCC Friday (April 3) made it official in announcing that it wants to take another look at Miami ch. 7 case as result of testimony before House Legislative Oversight Subcommittee (CLOSED CIRCUIT, Feb. 23). Commission announced that, by its own motion, case was being reopened to determine (1) if any commissioner should have disqualified himself; (2) whether anyone attempted to influence FCC; (3) whether any party in proceedings "directly or indirectly secured, aided, confirmed, ratified or knew of any misconduct or improprieties," and (4) whether the grant is void and whether any applicant should be disqualified.

Biscayne Tv Corp. (Niles Trammell, John Knight and James Cox) received 1956 grant over three competing applicants, East Coast Tv Corp., South Florida Tv Corp. and Sunbeam Tv Corp. Biscayne's WCKT (TV) has been operating since July 1956.

FCC said hearing would be held at future date before unnamed examiner because of testimony before Oversight Committee "which made reference to possible *ex parte* representations made during the course of the Miami ch. 7 proceeding." Justice Dept. was invited to participate as *amicus curiae*.

Ch. 7 grant is fourth case reopened as result of testimony before House subcommittee. Hearings already have been held in Miami ch. 10 and Boston ch. 5, with hearings announced for Orlando, Fla., ch. 9 (see page 80). Mr. Knight testified before House body during its investigation of Miami ch. 10 grant (BROADCASTING, March 24, 1958). His testimony was on this case, however, and not on ch. 7.

FCC refused to approve Biscayne sale of WCKR Miami to Sun Ray Drugs because of allegations made before Oversight Committee. Sun Ray since has withdrawn application to purchase radio outlet.

Westinghouse elects

Election of Mark W. Cresap Jr., president of Westinghouse Electric Corp., Pittsburgh, to additional position of chief executive officer, announced Friday by Westinghouse board of directors. Gwilym A. Price continues as board chairman and member of important committees of board and management. Mr. Price last week was elected president of U. of Pittsburgh's board of trustees. Other Westinghouse board announcements: re-election of E. V. Huggins and John K. Hodnette to vice president and chairman of executive committee, and executive vice president, respectively.

Russell B. Read, former assistant treasurer, named treasurer.

Mack trial Tuesday

Trial of former Comr. Richard A. Mack and Miami attorney Thurman A. Whiteside on criminal charges of conspiracy involving the grant of Miami ch. 10 to National Airlines due to start tomorrow (Tuesday) before U.S. District Judge Burnita S. Matthews. Defense motions to continue trial, change venue, take deposition, and for severance being argued today (Monday) as is prosecution motion to quash defense subpoena on Attorney General William P. Rogers requiring production of certain papers. Both Mr. Mack and Mr. Whiteside were indicted by federal grand jury following disclosures of alleged back-door pressures by House Oversight Legislative Committee last year.

Tv shopping center

"Today's one-stop retail shopping center is turning into a one-stop tv commercial center," Howard P. Abrahams, vice president and retail sales director, TvB, says in speech prepared for delivery today (April 6) before National Retail Merchants Assn. sales promotion convention at Eden Roc Hotel, Miami Beach. With video tape, Mr. Abrahams said, "retail commercials are much easier to produce." Tv stations can move cameras "right into your store, 'shoot' the merchandise and beam the signal right back to . . . the station. . . ." Mr. Abrahams also presents brief video tape session previously recorded in New York and transferred to film for NRMA's meeting. In it, Mr. Abrahams and three other TvB executives discussed virtues of tape for retailers, national advertisers, stations and agencies.

Transoceanic tv rumored in London

Nobody in Washington will admit that it's true, but *Boston Globe* in copyrighted story from London said Friday that negotiations now are underway between London and Washington to establish live transatlantic television circuit to cover Queen's visit to U.S. in June. *Globe* correspondent said program will originate in America and be transmitted overseas via satellite put into space by U.S.

Spokesman at National Aeronautics & Space Administration said NASA knew nothing of plan. He referred to 100-ft. passive reflector balloon scheduled to be thrown up this fall, but pointed out this will be months after June. Dept. of Defense spokesman also said no knowledge of plans; Defense's Advanced Research Projects Agency has plans to put up active repeater soon, but information is that this will utilize only narrow bandwidths. All three tv networks knew nothing of plan or negotiations. AT&T spokesman said company was not engaged in any work on transoceanic tv at present time.

But new method of transoceanic communications has been announced by Navy—use of moon as passive reflector to bounce radio communication signals between Washington and Pearl Harbor. Information on whether link now being used or when system gets underway was refused, Navy claiming information is classified.

Newscasts & Sec. 315

Sen. Gordon Allott (R-Colo.) yesterday (Sunday) was to announce plan to introduce measure exempting newscasts from equal time provision of Communications Act. Sen. Allott hit FCC 4-3 decision in Lar Daly case (BROADCASTING, Feb. 23).

"President Eisenhower has aptly described this action," senator said. "He called it 'ridiculous' (BROADCASTING, March 23). Such a policy, maintained on a broad basis applicable to all news media, would make democracy as we know it, unworkable. . . . I am determined that this part of the law be modified. . . ." Colorado Republican plans to put his bill in hopper tomorrow (Tuesday). He said it will be companion measure to two bills pending in House.

AT DEADLINE

CONTINUED *from page 9*

Daytime filing May 8

NBC received "half a loaf" Friday (April 3) in request for extension of time from FCC to file comments on proposal to liberalize operating hours of daytime stations during winter months. Network asked for extension from April 8 (Wednesday) to June 12. Commission granted extension, applying to all parties who plan to comment, only to May 8. Rulemaking would permit daytimers to operate from 6 a.m. or local sunrise (whichever is earlier) to 6 p.m. or local sunset (whichever is later). Daytime Broadcasters Assn. opposed NBC request.

• Business briefly

• Revere Camera Co., Chicago, starts saturation spot tv test campaign in four major markets April 20 for eight weeks to demonstrate new EE-127 electric Eye-matic and Cine-Zoom 8mm movie cameras. Announcements to range between 10 and 30 per week on at least two stations in each city. Spot tv to be extended to other markets after introductory drive, with possibility of later network tv purchase. Agency: Keyes, Madden & Jones, Chicago.

• Bakery Div. of Safeway Stores for its Roxbury candies, Jell-Well desserts, Fluff-I-Est marshmallows, appoints Erwin Wasey, Ruthrauff & Ryan, S.F.

• Louisiana Sweet Potato Adv. Commission reappoints Fitzgerald Adv., New Orleans.

WEEK'S HEADLINERS

ALVIN KABAKER, vp and director of radio-tv for Compton Adv., Los Angeles, appointed to new post of general manager of agency's Los Angeles office. Effective immediately, all departments there will come under his management and direction. Mr. Kabaker is veteran of 22 years in agency field and, before joining Compton three years ago, had been with Dancer-Fitzgerald-Sample in Chicago, Los Angeles and New York for more than 18 years.

ALAN D. COURTNEY and CARL LINDEMANN JR. elected NBC-TV programming vp's. Mr. Courtney, director of nighttime programs since September 1957, has been named vp, nighttime programs, and Mr. Lindemann, director of daytime programs since April 1957, named vp, daytime programs. Mr. Courtney joined NBC in L.A. in 1947 and five years later transferred to NBC Station Relations Dept. in N.Y. His later duties have been as sales and programming administrator for *Today, Home* and *Tonight*, administrator for participating programs and executive producer of *Steve Allen Show*. Mr. Courtney was general manager of Metropolitan Theatres in L.A. before going to NBC. Mr. Lindemann's network positions since he joined in 1948 included associate producer of *Kate Smith Hour*, senior unit manager of *Home* and business manager of Tv Program Dept. Mr. Lindemann earlier was with Foote, Cone & Belding.

Mr. Fry

Mr. Burton

G.T.C. FRY and ROBERT R. BURTON elected senior vps, account management, Kenyon & Eckhardt. Mr. Fry, formerly vp in charge of K&E's Detroit office, continues there. Mr. Burton, who has been vp in charge of Chicago office, will join K&E's New York headquarters in May. Moving into Chicago managerial post on May 4 is ROBERT B. SHIREY, now vp and account supervisor in New York. STUART SIEBERT, vp and account executive, appointed assistant manager in Chicago and assigned responsibility for new business development. Mr. Fry had been sales promotion manager of CBS' Detroit office and national sales manager of ABC before he joined K&E in 1950. Mr. Burton has been with K&E since September 1957 as vp and manager of Chicago office, coming from Needham, Louis & Brorby where he had been vp and account supervisor in Chicago. Mr. Shirey joined K&E five years ago and before that was with J. Walter Thompson. Mr. Siebert, with K&E since 1956, had been with Weiss & Geller in Chicago.

Mr. McGavren

Mr. Quinn

DAREN F. MCGAVREN, president of McGavren-Quinn, station representative, announces change of firm name to Daren F. McGavren Co., following resignation of DONALD J. QUINN, executive vp. Mr. Quinn, co-founder of M-Q in 1956, joins WNTA-TV Newark as general sales manager. He headed station rep's Los Angeles office for two years and later was executive vp, headquartering in New York. Other McGavren changes: CY OSTRUP moves from Los Angeles to San Francisco as manager; CHARLYE KING, assistant to president, fills newly-created post of West Coast business manager; WALTER LAKE continues as Los Angeles head with JACK DAVIS joining staff to replace Mr. Ostrup.

ANTHONY S. GEE, media group supervisor at Erwin Wasey, Ruthrauff & Ryan, New York, named media director of agency succeeding HARRY D. WAY, who was appointed executive vice president in charge of EWR&R's New York office last month (BROADCASTING, Feb. 23).

HARRY E. WHOLLEY, vp, Bryan Houston Inc., N.Y., to American Home Foods (subsidiary of American Home Products Corp.) as vp of advertising. WARREN KRATZKE promoted from assistant advertising manager to advertising manager, American Home Foods. At Bryan Houston Mr. Wholley supervised advertising and merchandising of Nescafe and several Colgate products. Prior to his six years there he was merchandising manager of soap products for Lever Bros. Earlier he spent eight years with Swift & Co., where he was district manager.

ROLLAND V. TOOKE appointed executive vp of Westinghouse Broadcasting Co. effective May 1. Since 1956 he has served as WBC's Cleveland area vp in charge of KYW-AM-TV. Mr. Tooke in 1945 was made assistant general manager of WPTZ (TV) Philadelphia (now WRCV-TV), rising to general manager in 1953 when WBC bought station from Philco Corp.

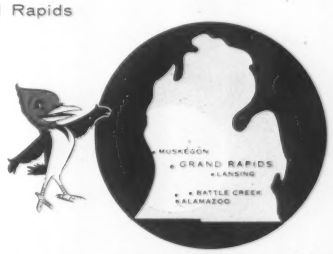
FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

IT COMMUNICATES!

The deft flick of a woven blanket over a smoldering wood-fire once translated wisps of smoke into meaning that produced action. Electronic images have replaced the smoke signals of the Mackinaws, but the sense of communication remains. Now, the "flick" switches on television sets to the only real communication WOODlanders know — WOOD-TV! It blankets their firesides, weaving messages that inspire the buying action of the whole tribe. Got the message? Signal for the Katz brave and give 'im your schedule.

WOOD-TV is first morning, noon, night, Monday through Sunday November '58 ARB Grand Rapids

WOOD-AM is first morning, noon, night, Monday through Sunday April '58 Pulse Grand Rapids



WOOD AM TV

WOODland Center,
Grand Rapids, Michigan

WOOD-TV—NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.

The HOT SHOWS

MACKENZIE'S RAIDERS

starring

RICHARD CARLSON

GRAND RAPIDS-
KALAMAZOO
WOOD-TV

53.4%

SHARE

30.9 RATING

BEATS Peter Gunn, Wells Fargo, Perry Como, Restless Gun, Lawman, Steve Allen and many others.

SEA HUNT

starring

LLOYD BRIDGES

BEAUMONT-
PORT ARTHUR
KPAC-TV

51.5%

SHARE

40.3 RATING

BEATS Maverick, Wells Fargo, Danny Thomas, 77 Sunset Strip, Groucho Marx, Perry Como and many others.

HIGHWAY PATROL

starring

BRODERICK CRAWFORD

DAVENPORT-
ROCK ISLAND
WOC-TV

53.2%

SHARE

25.2 RATING

BEATS Naked City, U. S. Steel Hour, Playhouse 90, Ozzie & Harriet, Phil Silvers, Cimarron City and many others.

come from ZIV!

RALEIGH-DURHAM
WRAL-TV

46.6%

SHARE

23.3 RATING

BEATS Lawman, Danny Thomas, This Is Your Life, Trackdown, Ozzie & Harriet, Cimarron City and many others.

LOUISVILLE
WHAS-TV

66.7%

SHARE

43.7 RATING

BEATS Yancy Derringer, Loretta Young, Wells Fargo, Groucho Marx, Wyatt Earp, Ed Sullivan and many others.

TOLEDO
WSPD-TV

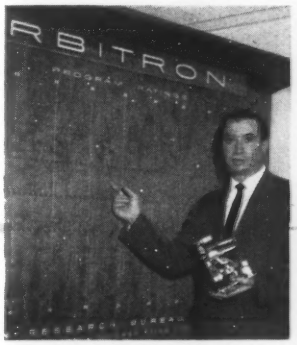
52.1%

SHARE

27.2 RATING

BEATS To Tell the Truth, Restless Gun, Texan, Perry Como, Phil Silvers, Yancy Derringer and many others.

Look at these
CONSISTENTLY FABULOUS RATINGS!



JACK GROSS, Vice President
American Research Bureau, Inc.

Arbitron, ARB's new instantaneous electronic measurement tool used in New York now and scheduled for other cities soon, and the ARB viewer diary kept in the home provide a reliable source for these and many other Ziv show ratings.

WICHITA
KAKE-TV

61.2%

SHARE

39.9 RATING

BEATS Gunsmoke, Lawman, Perry Como, Peter Gunn, Have Gun-Will Travel, Perry Mason and many others.

CHARLESTON, W. VA.
WCHS-TV

40.9%

SHARE

24.0 RATING

BEATS Loretta Young, Red Skelton, Steve Allen, Alfred Hitchcock, Rawhide, Yancy Derringer and many others.

ROCHESTER, N. Y.
WVET-TV

70.8%

SHARE

38.6 RATING

BEATS Alfred Hitchcock, Ed Sullivan, Texan, Wells Fargo, Peter Gunn, Red Skelton and many others.

ATLANTA
WAGA-TV

36.4%

SHARE

24.4 RATING

BEATS Red Skelton, Danny Thomas, Colt 45, Desilu Playhouse, Walt Disney Presents, Ozzie & Harriet and many others.

NASHVILLE
WSM-TV

51.2%

SHARE

24.0 RATING

BEATS Restless Gun, Perry Mason, Desilu Playhouse, GE Theatre, Texan, Bob Cummings and many others.

SALT LAKE CITY-
OGDEN-PROVO
KSL-TV

52.5%

SHARE

32.0 RATING

BEATS Wyatt Earp, Danny Thomas, Ann Sothern, Have Gun-Will Travel, Ed Sullivan, Peter Gunn and many others.

The Ziv man in your market can show you how to profit from using one of America's GREAT selling forces — a Ziv show!

ZIV Television

RATINGS SHOWN ARE ARB, FEB. '59

fire the fast one down the middle in Detroit

VAN PATRICK

GEORGE KELL

TIGER BASEBALL takes the spotlight in one of America's *greatest sports towns.* For your sales strategy in the rich Detroit market, FIRE THE FAST ONE DOWN THE MIDDLE! Pitch your story to the big, enthusiastic audience on WKMH with a brand new sports team— Van Patrick and George Kell. The Edward Petry Company has full details on how to crack Detroit's rich market.

tiger baseball with a brand new sports team on

Represented by Edw. Petry Company Inc.

wkmh
DEARBORN • DETROIT
Key Station for Tiger Network

knorr BROADCASTING CORPORATION

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

APRIL

April 5-8—**National Retail Merchants Assn.**, sales promotion division, Eden Roc Hotel, Miami Beach.

April 6-9—**National Premium Buyers**, 26th annual exposition, Navy Pier, Chicago. **Premium Advertising Assn. of America** will meet April 7, same site.

*April 7—**Peabody Awards Luncheon**, Main Ballroom, Roosevelt Hotel, New York.

*April 7—**Academy of Television Arts & Sciences** Chicago chapter, luncheon, Sheraton Hotel. Harry Ackerman, president of National Academy, is principal speaker. Chicago chapter is conducting own ballot for local awards, to be announced immediately following NBC-TV "Emmys" telecast May 6 on special program over WNBQ (TV) Chicago.

April 7—Trial of former FCC Comr. Richard A. Mack and lawyer Thurman A. Whiteside for conspiracy to defraud U.S. Presiding: Judge Burnita S. Matthews, U.S. District Court, Washington, D.C.

April 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. Docket 12,729.

*April 9-10—**National Religious Publicity Council**, Mayflower Hotel, Washington. Radio-tv awards will be presented for service in coverage of religion.

April 10—**U. of Missouri** conference on more effective advertising, with agency executives participating, Columbia, Mo.

April 10-11—**Republican National Committee** meets at Sheraton Park Hotel, Washington. Host city for the 1960 nominating convention will be picked.

April 10-11—**West Virginia Broadcasters Assn.** spring meeting, Press Club, Charleston. Speakers: FCC Comr. Robert E. Lee; Al N. Sears, national president, Sales Executives International; Adam Young, president, Adam Young Inc.; Charles H. Tower, NAB labor relations dept., and Robert Mason of WMRN Marion, Ohio, chairman of the All Industry Radio Music License Committee.

*April 10-11—**Michigan AP Broadcasters Assn.**, Leland Hotel, Detroit.

April 12-13—**Texas Assn. of Broadcasters**, spring meeting, Commodore Perry Hotel, Austin. Members of Legislature will be April 13 luncheon guests.

April 12-15—**Assn. of National Advertisers**, annual west coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.

April 12-19—Technical symposium on aircraft and space communications sponsored by **Electronic Industries Assn.**, McCarren Field, Las Vegas, Nev., during First World Congress of Flight.

*April 14—Special luncheon meeting of **Louisiana station managers and key engineering personnel** on civil defense. FCC Comr. Robert E. Lee will speak. Site is Arnaud's Restaurant, New Orleans.

*April 16—**Public Relations Spring Conference**, Ambassador Hotel, Los Angeles, sponsored jointly by U. of Southern California and Southern California chapter, Public Relations Society of America. Theme is, "Our Publics Look at Public Relations." Twenty professional groups are cooperating.

*April 16-17—**Illinois Broadcasters Assn.** spring meeting, Hotel Pere Marquette, Peoria.

April 17—Am, fm and tv nationwide blackout, 11:30 a.m.-noon, for Conelrad drill involving 1,200 am stations. Ordered by FCC on request of Office of Civil & Defense Mobilization.

April 20—**Radio Advertising Bureau** sales clinics at Tulsa, Okla., and Minneapolis, starting nationwide series that ends May 22. RAB will present 30 how-we-sold-it stories and exhibits.

April 20-23—**American Newspaper Publishers Assn.**, annual meeting, Waldorf-Astoria Hotel, New York.

*April 21—"Genii" awards banquet of **Radio & Television Women of Southern California**, Beverly Hills Hotel, Los Angeles.

April 23—**Georgia Assn. of Broadcasters**, management conference, Dinkler Plaza Hotel, Atlanta.

April 23-24—**Assn. of National Advertisers** two-day workshop on advertising expenditures, Westchester-Biltmore, Rye, N.Y.

April 23-25—**Western States Advertising Agencies Assn.**, ninth annual conference, Oasis Hotel, Palm Springs, Calif.

April 23-25—**American Assn. of Advertising Agencies**, annual meeting at The Greenbrier, White Sulphur Springs, W. Va. Annual elections, other business in closed sessions April 23. April 24, presentation on "The Revolution in Rising Expectations" by correspondents, editors and publishers of Time Inc. magazines. Award-winning tv commercials, chosen by Art Directors Club of New York, and advertising films from Venice film festival will be shown both April 24 and 25. Creative session April 25 on safeguarding creativity in today's advertising agency, with discussions by Anthony C. Chevins, Cunningham & Walsh; John A. Sidebotham, Young & Rubicam, and David Ogilvy, Ogilvy, Benson & Mather, all New York. Rep. Bob Wilson (R-Calif.) to discuss legislative threats to advertising and what advertising needs to do. Other speakers to be announced. Annual banquet April 24.

April 24—**Ohio Assn. of Broadcasters**, Sheraton Gibson Hotel, Cincinnati.

*April 24—**Oregon AP Radio Assn.**, Multnomah Hotel, Portland.

*April 24-25—**South Dakota Broadcasters Assn.**, Sheraton-Cataract Hotel, Sioux Falls. A sales clinic is planned. Non-members invited.

April 24-25—**New Mexico Broadcasters Assn.**, Bishop's Lodge, Sante Fe.

April 25—Spring meeting of **Associated Press Broadcasters of Idaho and Utah**, Hotel Boise, Boise.

*April 25—**United Press International Broadcasters of Connecticut**, Waverly Inn, Cheshire.

*April 25—**Idaho-Utah AP Broadcasters Assn.**, Boise Hotel, Boise.

*April 25—**New Mexico AP Broadcasters**, Santa Fe.

*April 26—**Colorado-Wyoming AP Broadcasters Assn.**, Denver.

April 26-29—**National Assn. of Transportation**

My Mommy Listens to KFWB

Glamorous, amorous, working gal or lady-of-leisure... most mommies in the great Southern California area listen to KFWB.

And don't forget... for every **mommy** there's a **daddy,** and they listen to KFWB, too! Time after time, Pulse and Hooper both confirm that KFWB is the daddy of all radio stations in the L. A. area.

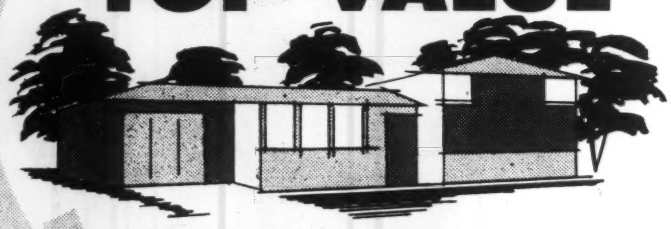
... So buy KFWB. **First in Los Angeles.** It's the thing to do!

Channel 98 — my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

MILWAUKEE'S
TOP VALUE



High income radio homes

Consumer spendable income is 22% above the national average. Based on Pulse ratings, any one of many 1 minute spot packages buys 1,000 quality radio homes for 51¢ on WISN.

51¢
per thousand
on WISN

WISN
Weekend Special
42¢
per thousand

WISN
1ST
in Milwaukee
5000 watts
none bigger
According to Pulse, it's BIG, adult sound reaches over 70% of Milwaukee Metropolitan homes every week.

FREE
Merchandising Aids
Ask about WISN'S complete merchandising plan that will move your product in and out of A & P, I. G. A. and Sentry stores.

WISN RADIO
5,000 WATTS
NONE BIGGER

WISN

James T. Butler, Station Manager
Represented by Edward Petry & Co., Inc.

Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.

April 26-29—U.S. Chamber of Commerce annual meeting, chamber hdqrs., Washington.

April 27-28—Potts-Woodbury Adv. Agency Radio-Tv Farm Clinic, Bellerive Hotel, Kansas City. Invited radio and tv farm directors and farm products manufacturers will be guests.

***April 27-May 2—Journalism & Broadcasters Week,** School of Journalism & Communications, U. of Florida, Gainesville. (April 27 is Broadcasters Day. Key speakers include FCC Comr. Robert E. Lee; Matthew J. Culligan, NBC-Radio vice president; John F. Day, CBS tv news director, and Harold Krelstein, president of Plough stations.)

April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

***April 29-May 3—American Women in Radio & Television,** annual convention, Waldorf-Astoria, New York. Open House 10:30 p.m. April 29; tours and receptions, April 30 plus 7 p.m. opening and banquet; breakfast, speakers, luncheon, special events, May 1; breakfast, panels, speakers, luncheon, receptions, May 2; business meeting May 3.

***April 30-May 2—Alabama Broadcasters Assn.** annual meeting, Buena Vista Hotel, Biloxi, Miss. Speakers include FCC Comr. Robert T. Bartley; Dallas Townsend, CBS News; Charles H. Tower, NAB personnel-economics manager, and John M. Outler Jr., WSB Atlanta.

April 30-May 3—4th district, **Advertising Federation of America,** Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—**National Radio Month** opens.

May 1—National Law Day.

***May 1—Journalism Institutes,** Center Bldg., U. of Wisconsin, Madison.

May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

***May 2—Virginia AP Broadcasters,** spring meeting, National Press Club, Washington.

***May 2-3**—Spring caucus sponsored by **Los Angeles Advertising Women,** Ambassador Hotel, Los Angeles. Includes business meetings, social features and awards luncheon.

***May 3—Oklahoma AP Broadcasters Assn.,** Lake Texoma Lodge, Durant.

***May 3-9—Canadian Radio Week,** sponsored by Canadian radio manufacturers and radio stations, both CBC and private. Promotion material is being prepared.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

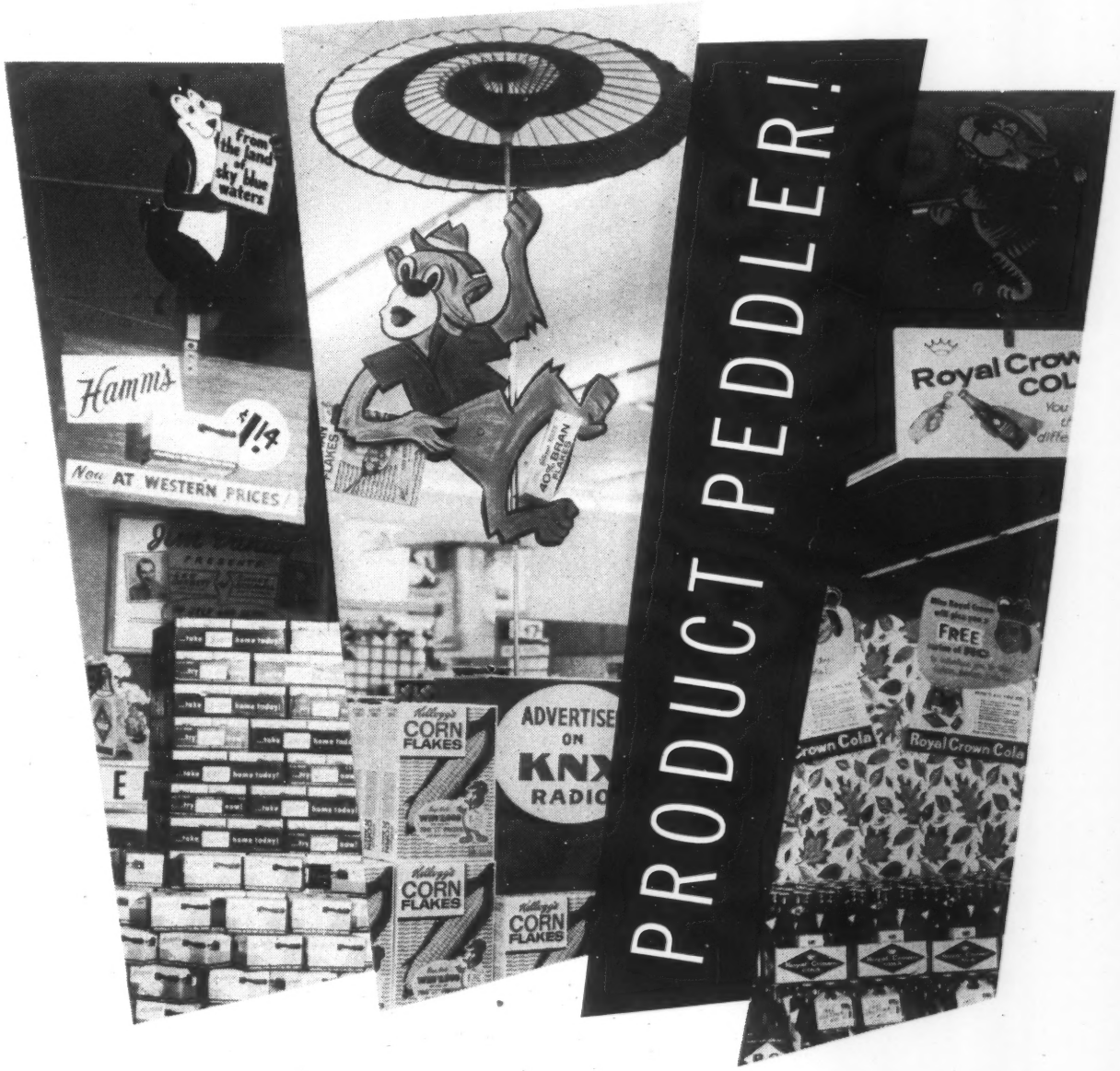
May 4-9—Advertising Research Foundation seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.

***May 5—American Council for Better Broadcasts,** annual convention, Deshler-Hilton Hotel, Columbus, Ohio. Association correlates work of groups and individuals interested in better radio-tv programming. Agenda includes panels on tv music, tv and children, and great plays on tv.

May 6—National Aeronautical Electronics Conference, Biltmore and Pick-Miami Hotels, Dayton, Ohio. A panel on worldwide communications systems is scheduled.

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

In one food store it quintupled the daily sales of a gardening product. In another it quadrupled business for a KNX beer advertiser. A store traffic study made by a major food chain revealed that it was the *only* display that people could associate with the product it promoted. Such are the facts about KNX Radio's own fabulous Product Peddler... the most colorful, effective, mobile point-of-sale display anywhere. For information about this *proved* bonus merchandising service see your KNX or CBS Radio Spot Sales representative.



Represented by CBS Radio Spot Sales

KNX CBS RADIO LOS ANGELES

spot

summer radio goes where t

e the family goes

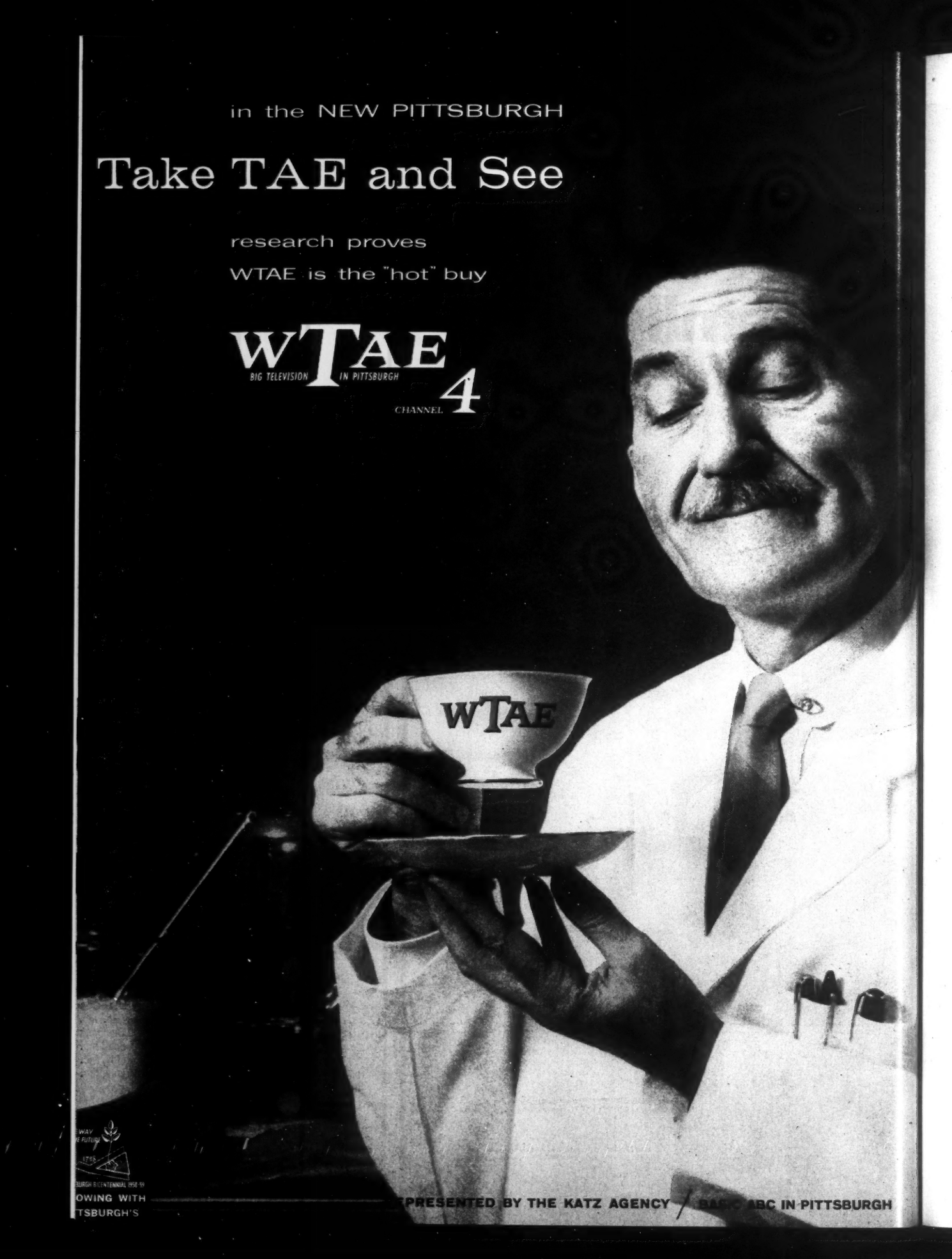
Vacation may mean getting away from home...but Radio goes along.

You're traveling "right" with SPOT RADIO in your summer media plans.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

SPONSORED BY MEMBER FIRMS OF SRA

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. Inc.
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly, Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.


in the NEW PITTSBURGH
Take TAE and See
research proves
WTAE is the "hot" buy
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
WTAE
OWING WITH
TSBURGH'S
PRESENTED BY THE KATZ AGENCY
ABC IN PITTSBURGH

MONDAY MEMO

from **BUCKINGHAM W. GUNN,** *vice president and radio-tv director, Clinton E. Frank Inc., Chicago.*

'Shock treatment' radio sells Flako

We believe in radio.

More than half of our agency's gross billing is in broadcast media and 20% of that billing is placed in radio alone. We are making radio work for most of our clients. Let us give you one example.

A little over a year ago we were given the opportunity to advertise a new line of grocery store products which recently had been purchased by one of our clients, Flako Products Div., Quaker Oats Co. Historically, these products were advertised in a hit or miss sort of way: with small space in many newspapers, scattered radio spots, a few magazine insertions, a little outdoor, etc. The products were of excellent quality, but such scatter-shot advertising won them no real importance in the market place. Additionally, they were now facing strong competition from similar product lines supported by large advertising budgets.

The Challenge • This was our challenge: to successfully advertise these products in one half of the country with a limited budget for 26 weeks and reach as many people as often as we could. This is no small task for a limited budget!

We knew that the success or the failure of the advertising would be largely dependent on the media selected for this unusual job. Guesswork was out. We had to be right in our media selection. We set up a list of the most desirable qualifications against which we would judge various media:

(1) Our medium must adapt itself to the marketing program of 40 selected markets in the eastern half of the country. (2) Our medium must reach the primary audience of housewives, who control food store purchases. (3) The medium selected should give products the opportunity to be as dominant as possible. (4) The medium, if possible, should provide coverage outside the metropolitan areas of the selected markets.

(5) The medium should lend itself to forceful presentations of appetite appeal. (6) The medium should help the establishment of strong brand awareness. (7) The medium should be highly flexible. (8) The medium should have strong merchandising impact with brokers and the trade.

As we analyzed various media against these eight desirable qualities, it became apparent that many measured up in certain respects, but fell down in others.

For instance: national magazines, network tv and network radio did not properly fit the marketing program. Grocery store magazines, while local buys in theory, were better and less expensive buys on a national basis. Sunday supplements reach the consumer just *after* the big shopping days instead of before.

Newspapers, though local and timely, would not make the most of appetite appeal in black and white reproductions and could not give our products the wide extra coverage outside the metropolitan areas. ROP color in daily newspapers would give dominant impact, it's true, but would not give us the repetition we needed. Spot tv could be exciting and highly merchandisable, but would be too costly for our budget.

The Method • And so we enthusiastically selected spot radio: because it it local, because it reaches an audience dominated by women, because it is inexpensive, because it gives extra coverage outside metropolitan areas, because it is flexible, because it lends itself to appetite-appeal selling and because it can be effectively mechandised to food brokers and the trade.

Having carefully selected radio as our medium, we concentrated on developing a highly dramatic use of that medium to do our job. We created an entirely new concept in concentrated radio saturation. We called it "shock treatment." In over 40 markets, on one or more stations in each market, we purchased a commercial announcement every 15 minutes, between 9 a.m. and 4 p.m., on Thursdays and Fridays, for a period of 26 weeks. We knew that in order to give our products the importance needed and deserved, we must dominate our markets with one important medium. Did it work?

The Results • Here is what the "shock treatment" approach gave to our client's advertising:

(1) Complete dominance in the market on the stations that housewives listen to most. (2) Concentration on the days that influence most food sales. (3) Concentrated advertising during the hours most housewives are listening. (4) Impact and selling power that only continuity and repetition can give.

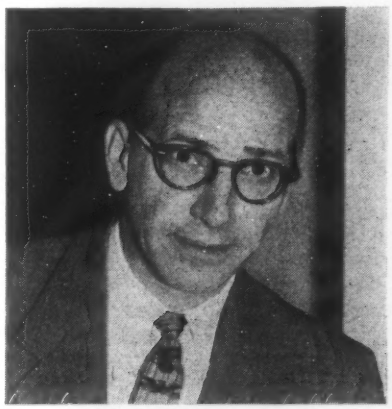
(5) A wide daytime coverage that reached outside the metropolitan areas. (6) Selling announcements that carried the endorsement of local personalities that housewives could believe in. (7) Memorable jingles for strong brand identification. (8) A dramatic "off beat" merchandising approach to the trade.

With respect to the unusual merchandising approach, we gave each of some 80 food brokers a transistor radio with a Flako display sign. They were asked to take along the radio and sign when they called on their customers and they were able to tune in Flako spot announcements on an average of every 15 minutes during actual calls. Giving them the transistor radios—for sales calls and their own personal use—generated a good deal of enthusiastic response.

The Exclusive 'Plus' of Radio • Only radio could have done this job with the money available. Only radio would have been made to work so hard.

Sales figures must be well-kept company secrets, but let it be said that our client was so happy with the results of this radio effort that a new radio saturation plan was developed for the second year's advertising and radio alone was responsible for wider distribution and increased sales.

We know that radio works. We have proved it!



A graduate of the U. of Illinois (1933), Buck Gunn served first with J. Walter Thompson Co., Chicago, then moved to WGN Chicago as program director from 1943-48. He was supervisor of radio-tv for Foote, Cone & Belding next for six years, joining the Frank agency in 1955. Under his aegis are 15 of Frank's 17 accounts (including Formfit Co., Quaker Oats Co.-Flako products, Reynolds Metals Co., Hamilton Beach and Toni Co.'s Pamper, Tame, Bobbi products). Among Frank's new accounts: Bissell Carpet Sweeper Co., Curtiss Candy and Brownsberry Ovens. Mr. Gunn has three children, Giles 21, Charles 5 and Caroline 4.

...and he had a microphone." Ray Newby (right) in 1959 recalls how he, at the age of 16 and Charles D. Herrold founded a radio station in San Jose, California fifty years ago. Credit to Herrold as the originator of broadcasting is many years overdue. While other experimenters were using their wireless equipment for point-to-point communication, Herrold thought of radio as an entertainment medium for a mass audience. Mr. Newby recounts, "Folks with crystal sets in San Jose and for miles around at first were amazed to hear voices instead of code. We'd go on Wednesday evenings and broadcast voice and music for a half hour. And sometimes we could run longer if the microphone and everything didn't get too hot."

That 15-watt station which Herrold started back in 1909 has continued, through KQW, to the present 50,000 watt KCBS in San Francisco. And, Herrold's dream to "broadcast" to a mass

audience has become a striking reality. Today, KCBS is heard by eight out of ten Northern California families each week.

1909 The first radio broadcasting station in the world.
1959 The Bay Area's first station in the world of entertainment.

(Historical data from "Broadcasting's Golden Anniversary" by Gordon Greb, Assistant Professor, San Jose State College and published in the Journal of Broadcasting University of Southern California, Winter Edition, 1958-59. Reprints on request.)

RADIO KCBS

50 YEARS OF BROADCASTING 1909 1959

ANOTHER SURE THING FROM

TFC

ON PAGE 31

OPEN MIKE

Attention-getter

EDITOR:

For years I have been writing "Monday memos" to the staff and have always felt that like most memoranda from the front office, nobody pays too much attention. However, now that the MONDAY MEMO has appeared in your March 30 issue (page 21, "Supporting the media buy boosts sales"), my faith in human nature has been re-established.

From the comments already received, I am convinced that there are readers aplenty and all seem to react quite favorably. . . .

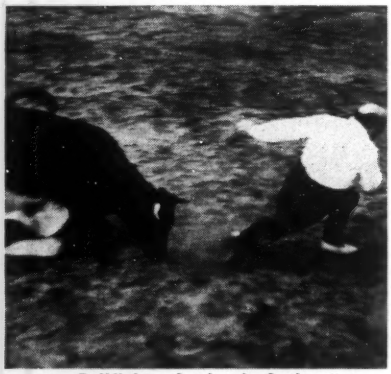
David Wermen
President
Wermen & Schorr Inc.
Philadelphia

This is no bull

EDITOR:

You have to see it to believe it. None other than Henry I. Christal's representative from Detroit recently taken in El Escoriel suburb of Madrid, Spain.

This evidence will dispell all the theories that Christal salesmen throw



Bullfighter Spadea in Spain

the bull; they shy away from it. We sell and tell the facts and this picture is a fact.

Joseph R. Spadea
Henry I. Christal Co.
Detroit

Walter Damm's 'umbrella'

EDITOR:

After thoroughly digesting BROADCASTING of March 16, I could not help but think back to 1949 when the original Tv Assn. amalgamated with NAB.

It was at this time that I was promoting the "umbrella" concept which you so justly refer to in the lead editorial.

True, it takes time for things to come about. But it seems to me, and always has, that in the radio and television business it takes longer.

Here is to your continued efforts to expound the philosophy of the "umbrella" theory.

Walter J. Damm
2470 Treasure Lane
Port Royal
Naples, Fla.

P.S. I was of course considered all wet at the time mentioned above by most people in the industry.

Convention coverage

EDITOR:

As usual, BROADCASTING did an outstanding job in covering the annual NAB convention. After thoroughly reading the March 23 issue I feel well-informed on all the happenings in Chicago, and the book is certainly the next best thing to being there . . .

Oscar Elder
Committee on Appropriations
U.S. Senate

Views about the news

EDITOR:

Three cheers for Phil Wilson's view of reporting the news in depth (March 16, page 26).

We at WPEL firmly believe in a meaningful presentation to let our listeners discern the important, genuine news, not the superfluous conglomeration of odds and ends as is heard on many Top Forty stations.

M. Clare Patterson
News Director
WPEL Montrose, Pa.

EDITOR:

Concerning "News is No Circus" by Phil Wilson, news director, WANE-AM-TV Ft. Wayne, Ind., this "news show" is absolutely the correct title for a Top Forty station. It is an informative show and in accordance with the modern trend of programming.

First, it takes an intelligent news director to put together such a news program instead of the "run of the mill" type straight newscast that audiences are tired of listening to. A so called "circus" news show captures the discriminating type audience and is not a dull commodity.

And, too, there is another difference of the two types of radio stations. Some are satisfied with dining on beans; some prefer steak. Here in our area we are eating steak because we have an audience to our top 100 format and "circus-type news" along with the extra and memory tunes. If they (the listeners) didn't like this type programming we

The everyday miracles of oil

YOUR TWO GALLONS ARE ON THEIR WAY! Every day, every American uses an average of two gallons of oil products. You could carry that much home in a bucket. But – carrying two gallons for *every* American *every* day comes to over a *hundred billion* gallons a year. That takes enough tankships to outweigh the U. S. Fleet... enough tank cars and trucks to reach from Boston to Houston... enough pipelines to go eight times around the world. Quite a job! And all part of the "everyday miracles" oilmen do for you every day.

Helping to build a better future... **Standard Oil Company (New Jersey)** Esso

One of a series of messages appearing monthly in newspapers from Maine to Louisiana—the area served by Esso Standard Oil Company. Other Jersey Standard affiliates and their distributors market elsewhere in the United States and 134 other countries and dependencies.

How did it get so late so early?

Advance reservations are running heavy for the Storz Stations' Second Annual

INTERNATIONAL RADIO PROGRAMMING SEMINAR and POP MUSIC DISC JOCKEY CONVENTION

May 29-30-31, Americana Hotel, Miami Beach

Reason? Tremendous success of last year's Kansas City confab. Almost before that one adjourned, reservations started coming in for 1959, site unseen. Now that news of city, site, hotel and program is out, the mail turned heavy. Suddenly it's late—almost too late. Space in the seven hotels of Bal Harbour is going fast. Soon we'll have to berth you elsewhere on the Beach.

So don't be shut out—rush the registration form below to Bill Stewart . . . convention coordinator for the Storz Stations.

MEET AND HEAR: Harold Fellows, President, NAB
John Blair, President, John Blair & Co.
John Box, Exec. V.P., Balaban Stations
Matthew J. Culligan, Exec. V.P., NBC
Bob Eastman, President, Robert Eastman Co.
Harvey Glascock, General Manager, WHK, Cleveland
Marty Hogan, General Manager, WCFL, Chicago
Harold Krelstein, Pres., The Plough Stations
Gordon McLendon, President, the McLendon Stations
Duncan Mounsey, Exec. V.P., WPTR, Albany
Bob Purcell, V.P., G.M., KFWB, Los Angeles
Frank Stisser, President, C. E. Hooper, Inc.
Adam Young, President, Adam Young Inc.

Martin Block, WABC, New York
Ira Cook, KMPC, Hollywood
Howard Miller, WIND, Chicago

Discuss these and a score more vital subjects:
"Humanizing the Format Machine"
"Public Service in the Format Station"
"Counter Programming to Top 40"
"Programming of Music on Network Affiliates"
"Trends in Music"

Meet, hear and thrill to the big Saturday Night All-Star Show, featuring Peggy Lee . . . George Shearing . . . and many other stars to be announced.

NO COST TO YOU FOR ANY OF THE FUNCTIONS . . . including meals, Saturday night's banquet and show. These are completely underwritten by America's leading record companies—thus your expenses are limited to transportation and hotel accommodations, all of which are tax-deductible, according to competent legal counsel.

CONVENTION OPENS with cocktail party Thursday evening . . . business sessions Friday . . . Saturday and until noon Sunday.

REGISTRATION GRATIS . . . and open to all Disc Jockeys . . . Program Directors . . . Record Industry Management Personnel . . . Broadcasting Industry Management Personnel.

RUSH TO BILL STEWART

Convention Coordinator,
The Storz Stations, 820 Kilpatrick Building, Omaha 2, Nebraska

Name _____

Address _____

Station or Company Affiliation _____

Type of room _____

Rate desired (approx.) _____

Rates in Hotels of Bal Harbour start at $10 daily for two.

wouldn't be here, and eating all this steak. Let the listeners be the judge.

Clarence Jones,
Managing Partner
WBPD Orangeburg, S.C.

Still earth bound

EDITOR:

They may not be reading BROADCASTING on the moon, but you are likely to see it any place on earth. Here is yours

truly catching up with the kilocycle events in Davos, Switzerland. Three loud yodels to your circulation dept. for fast and reliable delivery.

Serge Bergen
Jansky & Bailey Inc.
Washington, D.C.

Negro study questioned

EDITOR:

I would like to call your attention to the article, "OK Group Negro study presented," which appeared on page 144 of the March 16 issue. . . . Dr. Henry Bullock of Texas Southern U. stated in essence that the buying habits of Negro purchasers are apparently peculiar to the race. . . . Dr. Bullock bases his conclusions on a survey of 150 Negro families and 50 white families. . . . A sample of 150 out of a 14 million population hardly seems adequate to be typical or representative. From my observations of Detroit Negroes, our market preferences are no different qualitatively from those of any other ethnic group. Obviously there are economic factors that might cause quantitative variations. . . .

I further submit that it is partly because of such statements as those uttered by Dr. Bullock, many of us who are college trained in radio and tv cannot find employment, whereas our white classmates can. Here in Detroit it is virtually impossible for any of us who have university training in radio and/or tv to get jobs. . . .

It is my belief that trained Negroes are not used because the "Negro aud-

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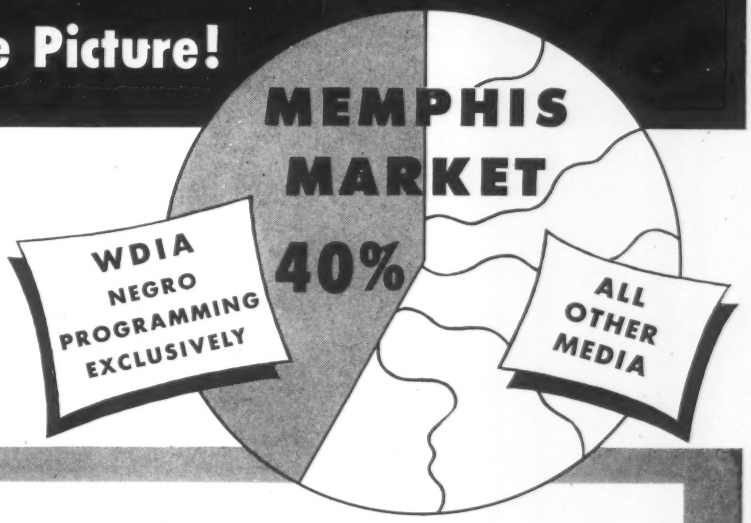

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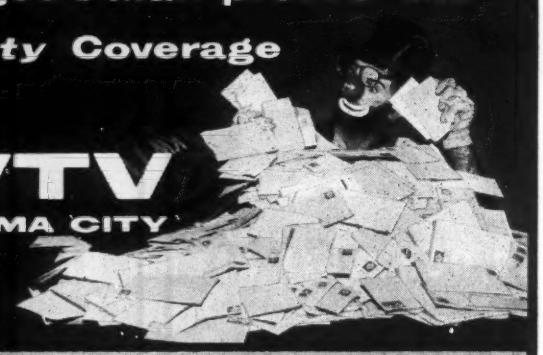
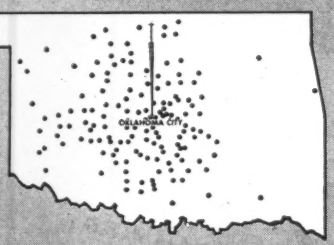
Squeegee's Mail proves the Community Coverage of KWTV OKLAHOMA CITY



Squeegee, star of the BIG 9 Circus, received mail from more than 100 towns in the KWTV Community, over an 8 month period . . . representing requests to appear on his show, and resulted in more than 10,000 youngsters coming to the studios of KWTV. Proof of KWTV's Community Coverage!



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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

ence" supposedly demands a special type of program appeal. Apparently the trained Negro does not have this appeal. . . . I, however, subscribe to the principle of individual differences as being the most important, general factor in human behavior. I cannot accept the theory that mass media audiences differ racially. . . .

Walter E. Brown
Wayne State U.
Detroit

Past may be prologue

EDITOR:

. . . WFHA-FM believes that the time has passed when the American family is satisfied to sit before a tv screen just because it is there to be peered at. We believe further that network radio, as known in the halcyon days, is also a thing of the past. . . . [But] we believe that "network-type" programming of the type [William] Hayward speaks of (page 26, March 9) is definitely something to be considered on a local level. With more and more of the audience looking for something other than the typical tv fare or "music and news," it is time for radio to offer something "new," no matter that it may be something that's been used before.

. . . WFHA-FM has made arrangements to program the same type programs that Mr. Hayward speaks of so glowingly . . . It is our firm conviction that we are instituting a "new" system of programming that will soon become the standard of our type operation.

Raymond H. Boyce
Program Director
WFHA-FM Red Bank, N.J.

'Air-opinions'

EDITOR:

We have come up with a different term for our on-the-air expressions, usually called editorials. Someone was fussing about using that term. We are calling them "air-opinions." It is put on the air in this manner:

REG. ANNCR: Here is one of KFMJ's *air-opinions* for today.

FEATURE VOICE: (gives opinion).

Lawson Taylor
KFMJ Tulsa, Okla.

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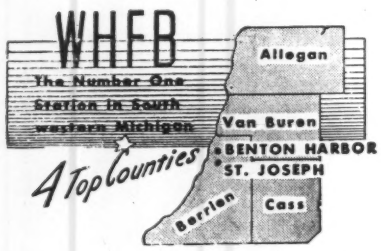

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BROADCASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING • TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER . . . . . Sol Taishoff
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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

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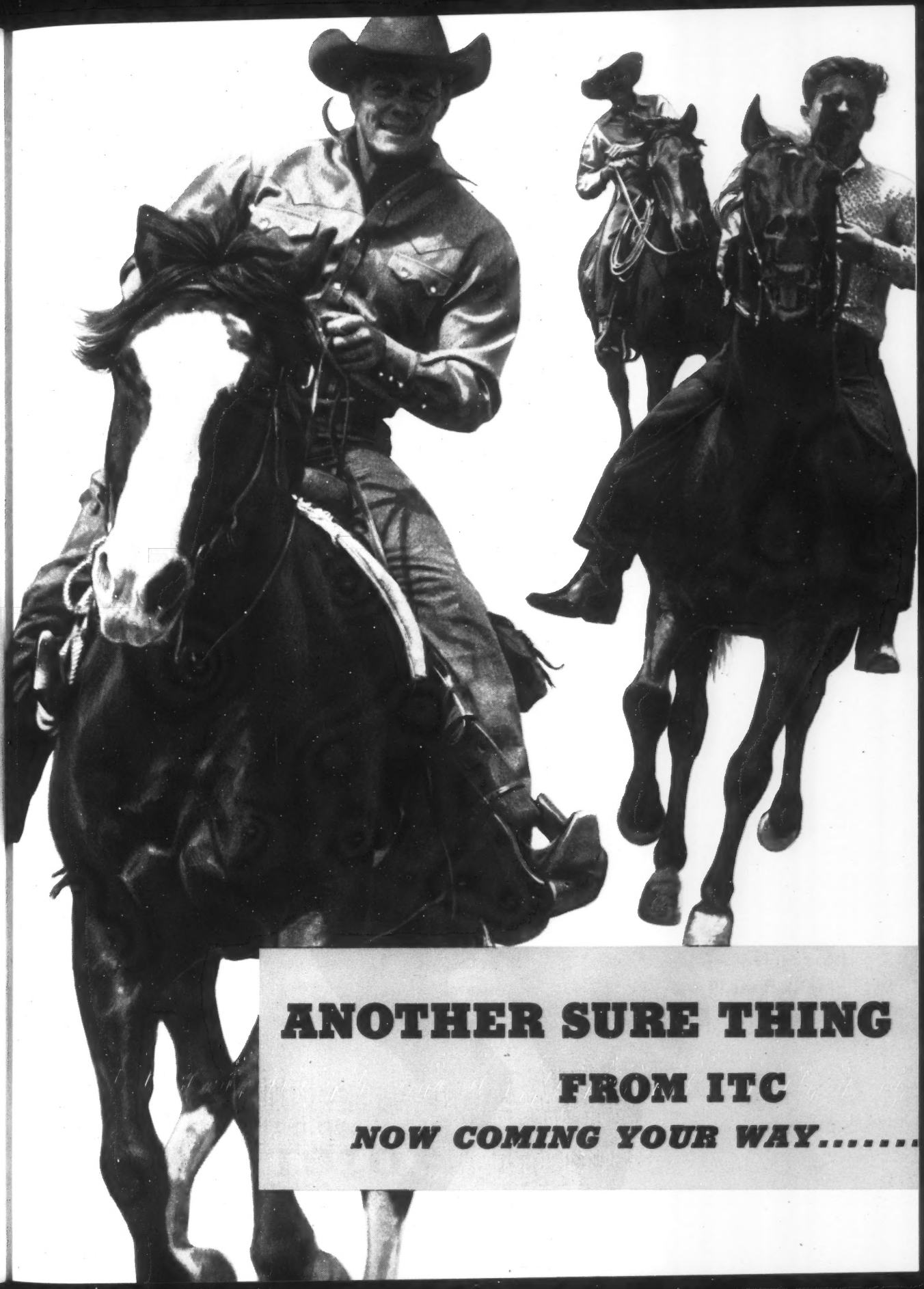
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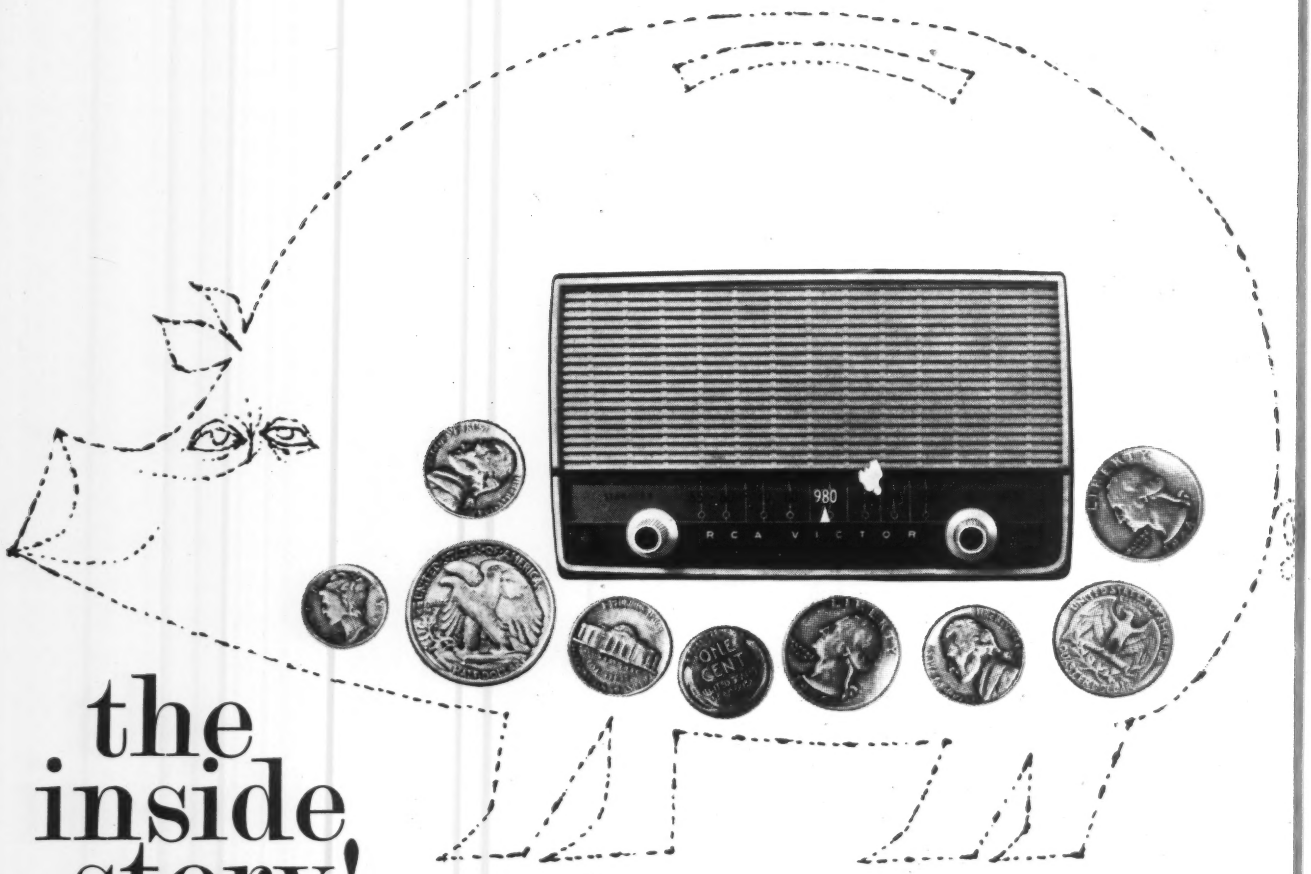

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

April 6, 1959
Vol. 56 No. 14

HOW TO GO ABOUT EXPANDING TV

FCC works toward plan to add some stations soon, more later

The FCC tackled the difficult tv allocations problem twice last week and, as far as can be learned, still has not been able to move off dead center.

The Commission met all day Monday and also on Thursday morning. No meeting of minds took place.

Further meetings are scheduled. An implied three week deadline was understood to have been set by FCC Chairman John C. Doerfer.

As near as could be ascertained the seven FCC members could not get together on the general outline of where tv is going—either on a long range basis or on an interim foundation.

A sentiment seems to be developing, it is understood, to agree that nothing definitive can be accomplished on the tv allocations matter until it has been determined whether or not the military services will trade some vhf space for other areas of the spectrum under FCC control.

Know in Three Months • The position of the military, it is hoped, will become known in two or three months.

If a trade is agreed upon, an all vhf tv system seems certain. The hope is to secure 38 channels contiguous to the present ch. 13 (210-216 mc), to establish a 50-channel tv system.

Failing that, the Commission seems to be at an impasse. Only FCC Comr. Robert E. Lee publicly has spoken out in favor of moving tv to uhf.

Comr. Robert T. Bartley reportedly has indicated that he might not be be adverse to moving to uhf by degrees.

At the other extreme are Chairman Doerfer and Comrs. T. A. M. Craven and John S. Cross. All three feel that a move to uhf would be disastrous.

Chairman Doerfer has from time to time made known that if no other solution is in sight, he might consider relaxing some of the present stringent regulations to permit additional channels to be assigned to troublesome areas —particularly those with less than three comparable assignments.

Cross' Thoughts • Comr. Cross presented his ideas to the FCC last month. In a communication to his colleagues, Comr. Cross suggested that the Commission accept the idea of a 12-channel vhf tv system, that some standards be relaxed to permit additional assignments to be made, and that uhf be used for translators and boosters to broaden service.

The Arkansas Democrat made no bones about his doubt that the Commission could secure additional vhf channels from the military. He said:

"Swapping some existing uhf and some existing vhf spectrum space with the military services so as to permit 25 to 50 contiguous tv channels (starting with ch. 7) involves replacing hundreds of millions of dollars worth of existing military (and allied) electronic equipment. It also has receiver compatibility disadvantages. Moreover, it involves conflicts with existing international agreements to which the United States is a party. . . . Even if the swap could be arranged, and the international agreements changed, I see no possibility of any appreciable relief from this proposal for at least 10 years. I have therefore abandoned this proposal except as a very long range possibility."

He continued:

"I therefore find myself in the uncomfortable position of being convinced that 12 vhf channels are too few; that it is too late now to change from vhf to uhf, and that the proposal to have 25 to 50 contiguous channels (starting with ch. 7) offers no appreciable relief for at least 10 years. . . ."

The answer, according to Comr. Cross, is to recognize as basic that the present 12 vhf channels "offer the only immediate opportunity" for providing the maximum amount of tv service to the maximum number of people. He suggested that the Commission work toward accomplishing two objectives: (1) multiple services to concentrated populations and (2) some service to sparsely settled areas.

U's for Small Towns • In discussing the use of uhf for small town and perhaps rural service, Comr. Cross suggested that maximum radiated power be limited to 10 kw, that separations be reduced and that translator operation be permitted on all uhf channels. He also suggested that uhf assignments be deleted from the rules and that grants be made on an application basis.

Comr. Rosel H. Hyde is believed still clinging to the hope that a combined vhf-uhf allocation—although not intermixture—can be made to work.

Comr. Frederick W. Ford generally has expressed himself as withholding a decision one way or the other until it is learned definitely whether or not extra vhf channels can be secured from government sources.

The tv allocations presentation on which the FCC is working is essentially a status report to the Congress. The Commission has been informed that when it is ready it will be asked to appear before the Senate Commerce Committee.

Hill Beckoning • This call may be coming shortly. Back with the Senate committee for the next two or three weeks is Kenneth Cox, Seattle attorney, who has acted as special tv counsel for the group. Mr. Cox is working with the committee on a matter unrelated to broadcasting.

Mr. Cox still has to submit his report on tv allocations to the Senate committee. He has let it be known that he does not intend to submit this document until the FCC has taken some action. He is also said to be waiting for answers to questions submitted by the committee to the FCC last year.

Government engineer wants more vhfs squeezed into system

A long-range plan for better management of the spectrum

Other users eye tv space, but telecasters argue to keep it

A PLEA FOR SQUEEZING IN MORE V'S

Bureau of Standards expert says shorter separations are answer

The government engineer whose calculations led to fm's present placement in the spectrum urged the FCC last week to create more vhf tv stations by reducing the distances between them.

Dr. K. A. Norton, who is now chief of the radio propagation engineering division of the National Bureau of Standards Central Radio Propagation Lab at Boulder, Colo., told the FCC it ought to radically cut down separation mileage between tv stations on the same channel.

This move would take care of the tv allocations problem, he stated in a March 27 letter addressed to FCC Chairman John C. Doerfer. The letter also was signed by Dr. Norton's three section chiefs (J.W. Hebstreit, P.L. Rice and R.S. Kirby).

Dr. Norton, as an FCC propagation engineer, was the architect of the FCC fm allocation of 1945 which put the fm broadcasting system in the 88-108 mc range it now occupies. In 1949, having moved to the Bureau of Standards, he and associates submitted recommendations like those resubmitted last week for distribution of tv channels.

AMST Attacks • The recommendation was immediately attacked by Lester W. Lindow, executive director of the Assn. of Maximum Service Telecasters. Mr. Lindow charged that the Norton suggestions were precisely the same as these advanced in 1949; "a proposal which was repudiated because it was unsound and impractical."

Mr. Lindow continued:

"They themselves conceded that television service would be concentrated around the transmitters of television stations, and that metropolitan areas would get practically all of the service at the expense of rural areas, suburban areas and other outlying districts.

". . . today some 99% of the families in the United States are able to enjoy television service. Under the proposal of these people this service would be cut to ribbons."

FCC Chairman John C. Doerfer was more astringent in his reaction to the Norton idea. He commented:

"There is an ideal of engineering symmetry, and it looks awfully good on paper. But the resolution of the tv allocations problem is not only a technical matter, it also involves economics, social philosophy and overall policy. The Commission must meld the engineering dreams into practicality."

Dr. Norton's letter began with a reference to the TASO report, submitted to the FCC last month at the NAB convention (BROADCASTING, March 23, 16).

This report represents only a majority opinion, Dr. Norton said, and this is its "strength and a weakness."

The Boulder scientists made three reservations to the findings of TASO:

(1) Methods for defining service area of tv stations are confusing. (2) Claim of the development of a useful prediction method are based on a study of the correlation between the observed and the predicted field strength variations without regard to absolute values; and (3) the finding that CRPL transmission loss prediction formula for specific terrain conditions does not increase the accuracy of prediction relative to universal curves sufficiently to justify the extra labor.

Then the writers turned to what they call the "proper understanding of technical principles of allocation."

Refers to 1949 • The Norton letter refers to the 1949 ad hoc committee report and an addendum written in 1950, in which it was recommended that the FCC should attempt to "maximize the service area per channel rather than maximize the service area per station."

This still seems the correct procedure to adopt, the government radio engineer stated.

Using the information then available the conclusion was reached that stations could be co-channel spaced as little as 110 miles apart and for adjacent channel as little as 40 miles apart. With the TASO information at hand, the letter continued, the FCC could "simply adopt" a reasonably small minimum spacing (e.g., 100 miles) between high power co-channel stations as a basis for a technically efficient and yet administratively convenient method of allocation. Even spacings closer than 100 miles might sometimes be justified, Dr. Norton stated.

Dr. Norton: his instrument, a shoehorn

The present FCC allocation principles of maximum power, maximum antenna height and required spacing appear to be wasteful, the Norton letter stated. This cannot be afforded any longer where the demand for other legitimate and important uses is so great, he said.

Today's Standards • Present FCC television standards require vhf co-channel stations to be no closer than 170 miles in Zone I, 190 miles in Zone II and 220 miles in Zone III. Spacings for uhf co-channel stations are less than these separations. Power and antenna height maximum are based on bands of frequencies—chs. 2-6, 100 kw at 1,000 ft.; chs. 7-13, 316 kw at 1,000 ft., and chs. 14-83, 5,000 kw at 2,000 ft. Antenna heights in Zones II and III—the western regions and the gulf coast respectively—may be 2,000 ft. with these powers.

The Norton letter continued:

"We believe that the trouble the FCC has been having in the allocation of television channels arised from its desire to satisfy everyone, and a tendency to lean too heavily on the advice of industry engineers who obviously have their own selfish interests to protect."

The present allocation was based on the FCC desire to serve rural televiewers, the letter stated, but this is "fallacious". The answer, Dr. Norton said, is that "you can't satisfy everyone—only the majority." Since the majority of people live in metropolitan areas, he continued, rural televiewers will necessarily suffer interference if spacings are shortened.

The move of tv to uhf not only would be economically unsound, Dr. Norton said, but it would be an inefficient solution since the demand for channels will never be wholly met using present wide spacing between tv stations.

Vary Powers • The CRPL letter advocated the use of varying powers for individual stations and also the use of low power vhf translators and boosters. This would encourage "many thousands" of such translators and boosters in the less populous regions. It concluded:

"We believe there is a good chance that all of the really important and economically feasible television requirements of this country can be accommodated on the present 12 vhf channels by

PROS

who pack a punch

Some radio stations call them announcers. At WITH, we call them *personalities*. The difference? First, *experience*—110 years of it, and most of it on WITH. Second, *approach*—these men manage to put *personal* selling into even a transcribed commercial. Third, *popularity*—each has his own big band of fans that multiply during our 24-hour broadcast day. The result? PRO-fitable PRO-motion of your PRO-duct!

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Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans **McGavren-Quinn** in Chicago, Detroit and West Coast
Ohio Stations Representatives in the state of Ohio

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permitting closer spacing between the stations. This will lead to an actually greater coverage of area per channel, and to a very large number of additional stations."

If additional channels are needed, these can come from the present vhf band, Dr. Norton said.

The present uhf band should be abandoned for television use, he stated.

This same approach, also by Dr. Norton, is contained in the Fourth Summary Annual Report of the Boulder Labs. for the year ending June 30, 1958. In it the radio propagation engineering chief declared that the information on which the FCC based its tv allocation was biased. These data were obtained at receiving sites in open terrain, especially selected to be representative of smooth earth, the report said.

However, data obtained in a series of randomly chosen sites in Ohio actually used for television reception showed that tv stations could be placed about 25 miles nearer to each other.

NBS-CBS Measurements • In the same CRPL Report, mention is made of field strength measurements underway in cooperation with CBS. The purpose of this study is to obtain vhf and uhf field strength data on irregular terrain factors and fading of signals beyond the horizon.

First steps were taken by the National Bureau of Standards in a study of such measurements in the Albany, N.Y., area. The second part will be a study of recorded program material using commercial tv transmitters at various locations and the third step is a measurement program to be undertaken by NBS on height and antenna gain within service areas of vhf and uhf tv transmitters.

Some preliminary results have been obtained from a statistical analysis of Phase I, the report said. The other two programs are in preliminary stages.

MANAGING THE SPECTRUM

Special committee report at last disclosed

The rumor-surrounded report of an Administration *ad hoc* spectrum committee became officially available last Thursday (April 2).

Subject of controversy that ranged all the way from the Capital broadcast fraternity to the NAB convention in Chicago (BROADCASTING, Feb. 9, March 23), the report emerged after three months of government review.

A five-man committee headed by Victor E. Cooley, retired board chairman of Southwestern Bell Telephone Co., submitted the report Dec. 29 to Leo A. Hoegh, director, Office of Civil & Defense Mobilization.

The advisory group proposed a study of spectrum management and use by a three-man board to be appointed by the President "by and with the advice and consent of the Senate."

Director Hoegh overruled his *ad hoc* committee in part last Feb. 5 by proposing the study be conducted by a five-man Presidential commission. The Hoegh proposal drew bi-partisan protests from Capitol Hill where legislators said membership of any spectrum commission should be chosen with Congressional participation. Proposed legislation (SJRes 76, HJRes 292) calling for Congressional authorization of a Presidential study is pending.

Other members of the Cooley committee, appointed Nov. 4, 1958, were Frank G. Kear, of the Kear & Kennedy consulting firm; William G. Thompson, retired assistant vice president of the American Telephone & Telegraph Co.; Maj. Gen. W. Preston Corderman (retired), vice president of Litton Industries, and Dr. Irvin Stewart, onetime member of the FCC and former president of the U. of West Virginia.

Need for More Space • This reference was made in the report to the industry's problem: "Non-government users of the spectrum, for example the broadcasters, have indicated a need for additional channels in certain frequency ranges not now available."

The *ad hoc* committee noted the importance of telecommunication systems to national security and the vastly increased need for spectrum space. It spoke critically of the "numerically inadequate" staff of 12 telecommunications people at OCDM. This later drew from Director Hoegh a promise to increase the staff.

Interdepartment Radio Advisory Committee (IRAC), giving technical guidance in assignment of frequencies to government agencies, was described as "primarily a group of co-equal users and as such is not an appropriate group to act, nor does it act, as a policy making or authoritative body." FCC, it was explained, has a staff of 1,000 people, with seven commissioners providing high-level direction.

Under the Communications Act of 1934 the President has the responsibility for assigning radio frequencies to federal agencies and the FCC to commercial and private users, including state and local governments. This sets up a dual control over a single resource, a point stressed by the report of the

wherever they be it's WOV 5000 Watts IN N. Y. C. and VICINITY first in the Negro Community

Wonderful people, Wovbugs. We're just mad about them. They're just mad about WOV. You'll be wild about the sales results they'll work for you. Reach the Wovbugs and you reach the largest Negro Listening Audience in the entire 17 County Area of Greater New York.

Seriously, this alert Negro Community encompasses 1,500,000 people living in New York, New Jersey and Connecticut. Its population has grown over 40% in the past 10 years. Its income level has grown even more. It spends more of its spendable income than any people in America.

WOV programs 11½ hours a day to the needs and interests of this powerful economic force. It is the only radio station of its kind in the market that reaches every one of the 17 counties in it. That's why — in your media strategy it makes sense to include WOV on the schedule.

WOV NEW YORK

Representatives: John E. Pearson Co.

President's Communications Policy Board in 1951.

FCC is Expert • The *ad hoc* group was struck by the lack of high-level consideration by the government of many vital telecommunications, matters whereas the FCC "provides a vehicle for adequate consideration in the non-government area." It added, "There is also an unfortunate absence at present of anyone in the Executive Branch with adequate knowledge, experience and stature to act for the President in these (government vs. non-government) matters and there is not available therein an organization adequate to accumulate the information and experience upon which to base sound action."

In its conclusions the *ad hoc* group felt the Executive Branch should strengthen its telecommunications management and opposed the vesting of additional powers in this area to the FCC.

The proposed three-man board would know plans of all agencies it serves and have a bearing on war plans and production of civilian and military gear.

The board, it was recommended, should study use of frequencies, become familiar with military and civilian operations and research, suggest areas of research, maintain continuing review of allocations, review international telecommunications and advise the President of developments in the field. Provisions for an adequate staff were set out, with the FCC not to be disturbed in its work. The board would have "no responsibility for the operation of any telecommunications." Procedure suggests the President ask for legislation and draft language was submitted.

OTHER USERS STAKE CLAIMS ON UHF

But AMST submits study showing need for both u and v bands

The FCC's touted grand inquiry into the use of the radio spectrum between 25 and 890 mc has turned into a slugging match between AT&T on one side and private mobile radio advocates on the other—and a general game of dart-throwing at the uhf television allocation.

Basic difference between AT&T and others commenting on the requirements of mobile radio users is one of policy.

AT&T recommended a wide-band allocation under common carrier auspices to handle all mobile radio usage —ranging from taxicab service to citizens radio.

Private mobile advocates, led by Motorola, bitterly attacked this principle and plumped hard for a separate, privately-run individual service for each of the mobile services.

But both AT&T and Motorola—and others in the Motorola camp—hit hard at what they termed the large number of television frequencies not heavily used—the uhf. Motorola went one step further and recommended the elimination of chs. 2-6.

Television Defended • Defense of the television allocations was vigorously made by the Assn. of Maximum Service Telecasters and NAB. The present fm allocations were defended by FM Broadcasters.

The 25-890 mc study was instituted by the FCC in 1957. A second inquiry involves the use of the spectrum above 890 mc. Both are designed to tell the FCC the present and future needs of radio users in these two major areas.

The presentations filed last week were in the nature of direct testimony, as requested by the FCC. More than 50 papers were filed at deadline last Monday. The next step, according to the FCC, may be an open hearing.

A digest of the more important filings —particularly those affecting broadcasting frequencies—is contained below:

Maintain Tv Principles • Assn. of Maximum Service Telecasters, a group of 120 top drawer tv stations most of which operate in the vhf band, defended vigorously television's present position in the radio spectrum and urged the FCC not to make any changes in standards or techniques without exhausting all tests to make sure they work. The presentation was made by Lester W. Lindow, executive director.

Mr. Lindow urged that the FCC maintain the present vhf and uhf bands for tv. He also stated that uhf frequencies should not be removed from their allocation to the tv service unless comparable vhf frequencies were added as compensation.

Technical presentation was made for AMST by Howard T. Head, of A. D. Ring & Co., AMST's consulting engineering firm. The fact-packed AMST document presented a channel breakdown of the radio spectrum between 25 mc and 890 mc showing that tv occupied only 82 channels (3.5% of all non-government allocations) in this portion of the spectrum (as against other services' usage ranging as high as 547 for public safety).

AMST agreed that on the basis of space alone, tv uses almost half of the 25-890 mc space. But, it continued, this is "unrealistic" and actually "distorts" the allocations picture.

If only vhf is considered, AMST related, tv has 12 channels, or less than 0.6% of all such channels above 25 mc. Even in uhf, tv has only 70 channels (less than 15%) of all uhf allocated to non-government services.

Vital to American Public • Not only is television vital to the American public in bringing news, education and information but tv has contributed to the expansion and vigor of the economy. "Television well deserves its title of the '$100 Billion Pump Primer'" AMST said.

Between 85% and 90% of all tv homes in the U. S. are served by at least three stations. The average U. S. television home has a choice of at least five different signals, and actually views more than three stations.

There are now more than 50 million tv sets in 44 million tv homes (147 million people). There are actually more tv homes than those with telephones (39 million), electric toasters (37.8 million), electric washing machines (43 million), electric irons (43.5 million), electric clocks (36.4 million) or bathtubs (41.2 million).

Moreover, AMST said, "more than 20% of the entire waking life of the average tv viewer is spent watching tv."

Tv's utilization of the spectrum is heavy, AMST said. As of Feb. 21, 708 stations were on the air, 216 additional stations were authorized but not yet on the air, and applications were pending for still another 91 stations. These include translators.

In the 12 vhf channels, 543 stations were on the air authorized or pending. More than 85% were actually on the air. In uhf, 472 stations were assigned, with more than 50% on the air.

The loading of frequency channels is another method of determining usage, AMST said. The 924 on-the-air and authorized stations and translators mean that each frequency has an average load of 11 stations. If only on-air stations are used, the average frequency loading is more than eight stations per channel.

"This is a much higher average frequency loading for television broadcasting than there was for standard broadcasting at a comparable stage in its development," AMST said.

This average is also higher than for fm radio, AMST pointed out. Fm, now in its 18th year, has an average of eight authorized stations on each of its 100 channels.

Segregating the vhf and uhf portion of the tv band, the 12 vhf channels have an average frequency loading of

"Don't tell me Roanoke has 420,000 tv families."

We won't. That's the number of tv families in the greater Roanoke *market,* which is bigger than all of us.

"Top 50" buyers ought to scrutinize our market before they leave us off a schedule. *Whoa, man, that's negative.*

* * *

Well, how's this?

Careful buyers who plan tv schedules for results get what they plan for with WSLS-TV. With full power of 316,000 watts on Channel 10, a healthy assist from NBC, strong local programming, and a signal that leaps off a mountain 3934 ft. high, WSLS-TV welds a 58-county area into the greater Roanoke market of 420,000 tv homes.

For more information, listen to Blair Television Associates.

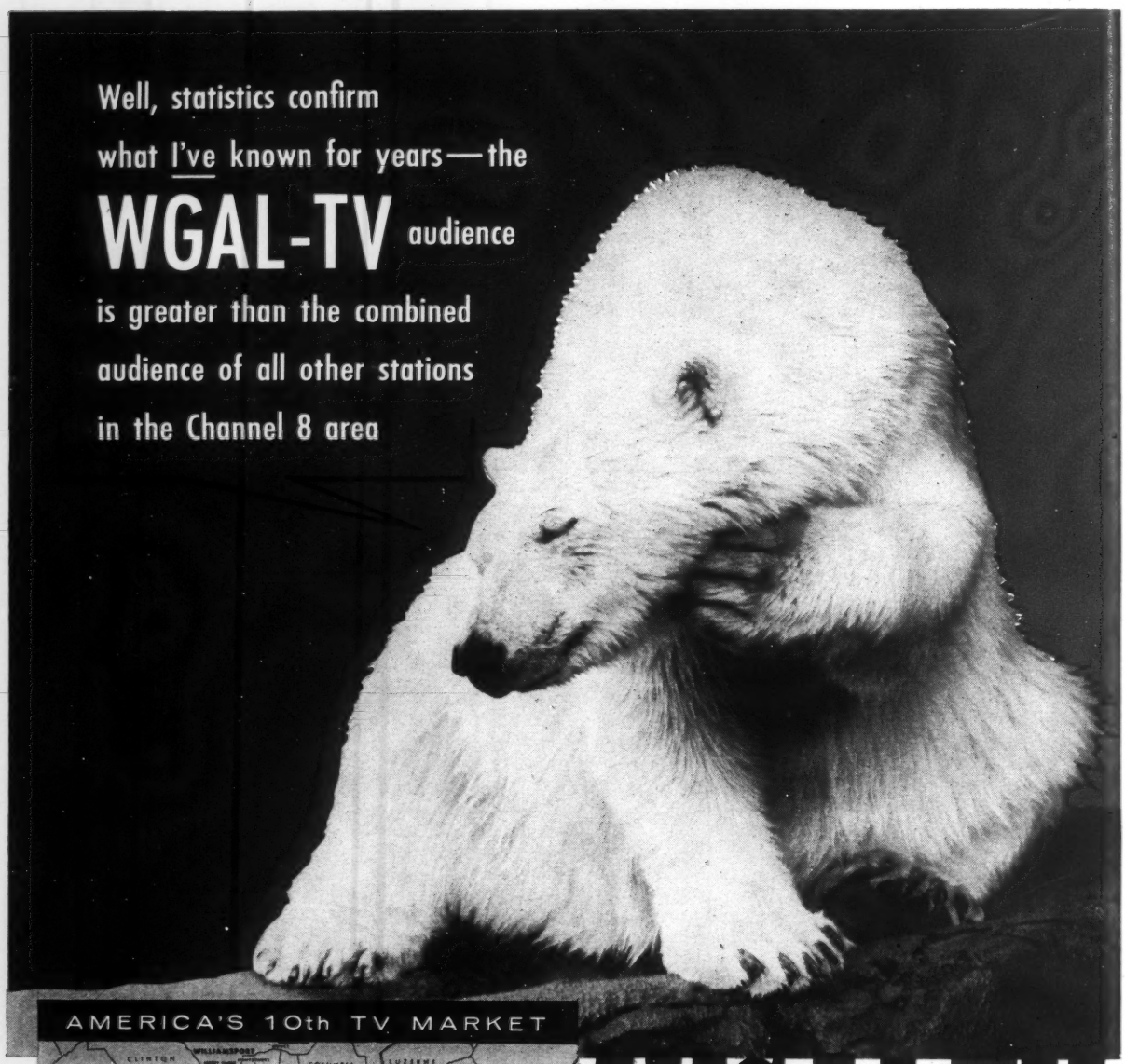
WSLS-TV

Channel 10 • NBC Television

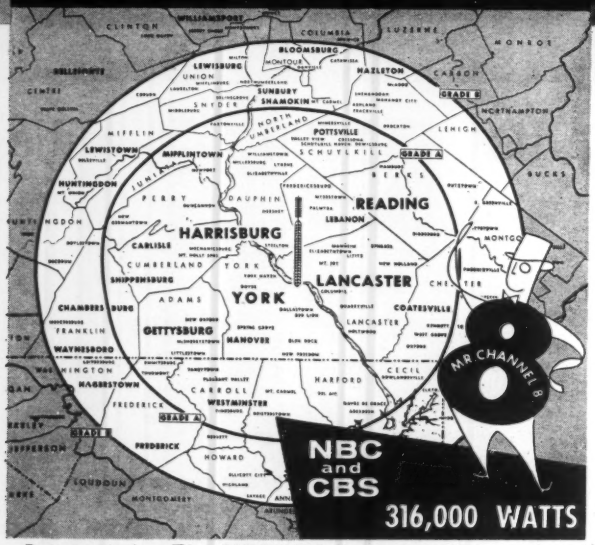
Mail Address: Roanoke, Va.

A broadcast service (with WSLS Radio)
of Shenandoah Life Insurance Company

Well, statistics confirm
what I've known for years—the
WGAL-TV audience
is greater than the combined
audience of all other stations
in the Channel 8 area



AMERICA'S 10th TV MARKET



WGAL·TV

CHANNEL 8
LANCASTER, PA.
NBC and CBS

•

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

42 on-the-air and authorized stations. If pending, non-duplicated applications are counted, this figure increases to 45.

Investments Heavy • As of the end of 1957, AMST said, the 3,076 operating, non-network owned radio stations had an average investment in tangible property of $100,575 and expenses of $125,900. Television's 485 operating, non-network stations had an average investment in tangible property of $871,800 and expenses of $795,900. Tv stations, AMST noted, cost 8.7 times as much as am radio to construct and 6.3 times as much to operate.

All but four of the 82 channels allocated to tv have a station either on the air, authorized or pending a grant, AMST cited. This means that more than 95% of the channels allocated to tv either were in use, authorized or applied for by late February 1959, AMST said. Nearly 80% of the channels were occupied by operating stations. Stations are operating on all 12 vhf channels and 52 of the 70 uhf channels.

The investment figure in tangible broadcast property for tv, AMST said, approximates $600 million under original costs.

From 1946 to 1958, AMST estimated the public invested more than $25 billion in tv receivers, antenna and other components, installation repairs and replacement parts. The public is spending $2.7 million annually on receivers and allied equipment and services, AMST said that Electronic Industries Assn. had estimated.

Each vhf channel serves almost 50.5 million people, AMST noted. Stations on ch. 4 alone, it pointed out, serve more than 87 million persons.

In the uhf band, 71 of the 83 tv stations on the air (not counting translators) bring tv directly to an average of more than 324,000 persons per channel. Stations on nine of the uhf channels serve more than 1 million persons per channel and stations oper-

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending March 7

AVERAGE AUDIENCE ‡

Rank		No. Homes (000)
1.	Gunsmoke	17,248
2.	Wagon Train	16,808
3.	Have Gun, Will Travel	15,136
4.	Rifleman	14,872
5.	Danny Thomas	14,300
6.	I've Got a Secret	13,860
7.	Wells Fargo	13,332
8.	Peter Gunn	13,244
9.	Maverick	13,200
10.	Real McCoys	12,672

Rank		% Homes*
1.	Gunsmoke	40.0
2.	Wagon Train	38.9
3.	Rifleman	35.7
4.	Have Gun, Will Travel	35.1
5.	Danny Thomas	33.0
6.	I've Got a Secret	31.9
7.	Maverick	31.4
8.	Wells Fargo	30.9
9.	Peter Gunn	30.5
10.	Real McCoys	30.1

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

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PULSE

TOP 20 NETWORK PROGRAMS

Tv report for Jan.-Feb.

Once A Week	Rating Feb.	Jan.
Gunsmoke	33.1	35.2
Wagon Train	33.1	31.9
Perry Como	31.8	32.3
Danny Thomas	29.3	30.2
Loretta Young	28.8	29.7
Have Gun, Will Travel	28.1	29.1
Maverick	28.0	27.6
Rifleman	27.0	27.8
Alfred Hitchcock	26.9	26.9
Desilu Playhouse	26.9	28.4
Ann Sothern	26.6	26.2
Playhouse 90	26.6	26.9
Wyatt Earp	25.4	26.0
Ed Sullivan	25.3	
Father Knows Best	25.3	25.9
I've Got A Secret	25.1	25.1
Wells Fargo	25.0	25.6
GE Theatre	24.6	
Price Is Right	24.6	
Perry Mason	24.5	

Multi-Weekly	Rating Feb.	Jan.
CBS News-Edwards	12.2	12.4
American Bandstand	11.8	11.8
Mickey Mouse Club	10.6	10.4
Price Is Right	10.6	10.7
Adventure Time	9.8	9.8
Guiding Light	9.4	9.0
NBC News	9.2	
Search For Tomorrow	9.2	8.9
Concentration	9.1	8.8
Jack Paar Show	8.5	9.0

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Adventure Time (ABC-127): participating sponsors, Tues. & Thurs. 5:30-6 p.m.

American Bandstand (ABC-101): participating sponsors, Mon.-Fri. 4-5:30 p.m.

CBS News (CBS-161): various sponsors, Mon.-Fri. 6:45-7 p.m.

Cheyenne (ABC-127): Johnson & Johnson (Y&R), Armour (FC&B), Harold Ritchie (K&E), Tues. 7:30-8:30 p.m.

Perry Como (NBC-172): various sponsors, Sat. 8-9 p.m.

Concentration (NBC-152): various sponsors, Mon.-Fri. 11:30 a.m.-noon

Desilu (CBS-121): Westinghouse (M-E), Mon. 10-11 p.m.

Father Knows Best (CBS-154): Lever Bros. (JWT), Scott Paper (JWT), Mon. 8:30-9 p.m.

GE Theatre (CBS-147): General Electric (BBDO), Sun. 9-9:30 p.m.

Guiding Light (CBS-129): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-173): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-148): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-164): Bristol Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-196): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Maverick (ABC-133): Kaiser (Y&R), Drackett (Y&R), Sun. 7:30-8:30 p.m.

Mickey Mouse Club (ABC-127): participating sponsors, Mon., Wed. & Fri. 5:30-6 p.m.

NBC News (NBC-127): various sponsors, Mon.-Fri. 6:45-7 p.m.

Jack Paar (NBC-129): participating sponsors, Mon.-Fri. 11:15 p.m.-1 a.m.

Perry Mason (CBS-146): various sponsors, Sat. 7:30-8:30 p.m.

Peter Gunn (NBC-181): Bristol-Myers (DCS &S), Mon. 9-9:30 p.m.

Playhouse 90 (CBS-156): various sponsors, Thurs. 9:30-11 p.m.

Price Is Right (NBC-153): various sponsors, 11-11:30 a.m.

Price Is Right (NBC-161) Lever Bros. (OB&M), alternating with Speidel (NC&K), Wed. 8:30-9 p.m.

Real McCoys (ABC-123): Sylvania Electric (JWT), Procter & Gamble (Compton), Thurs. 8:30-9 p.m.

Rifleman (ABC-137): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

Search for Tomorrow (CBS-131): Procter & Gamble (Compton), Mon.-Fri. 12:30-12:45 p.m.

Some of Manie's Friends (NBC-162): Liggett & Myers (M-E), March 3, 7:30-9 p.m.

Ann Sothern (CBS-192): General Foods (B&B), Mon. 9:30-10 p.m.

Ed Sullivan (CBS-179): Eastman Kodak (JWT), Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Danny Thomas (CBS-189): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-171): Ford Motor Co. (JWT) alternating with R. J. Reynolds (Esty) and National Biscuit Co. (M-E), Wed. 7:30-8:30 p.m.

Wells Fargo (NBC-164): American Tobacco (SSC&B), alternating with Buick (M-E), Mon. 8:30-9 p.m.

Wyatt Earp (ABC-136): General Mills (D-F-S), Procter & Gamble (Compton) Tues. 8:30-9 p.m.

Loretta Young (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

ating on ch. 22 alone serve more than two million people.

AMST said that in the spring of 1958, there were more than 3.5 million active uhf tv viewing homes, or an aggregate of 12 million persons.

The 162 translator stations in operation in mid-February, all using the upper uhf band, serve almost 1 million persons, AMST said.

Only 26 stations in the continental U. S. are not affiliated with a network, AMST noted. Nineteen of these are in markets already served by three stations which are affiliated. Eight are located in New York and Los Angeles.

The average tv station furnishes service for about 14½ hours per day, AMST said. For the 546 stations now on the air, this equals 7,900 hours per day, 55,000 hours per week and nearly 3 million hours per year.

This does not count the 162 translators on the air.

Service to Farmers • More than 68% of the 5.3 million farm households have tv, AMST pointed out. This covers more than 14 million persons. Tv, AMST said, is the leading medium on farms—with radio second and reading third.

During the week of Feb. 13-19, 94.7 million persons over 12 years of age—74.9% of the adult population—watched tv some time or other. More people watched tv than listened to the radio, read magazines or attended movies. Although more people over 12 read newspapers than watched tv, AMST pointed out, the total time spent watching television was nearly five times the total spent reading papers.

"In fact, more time was spent by persons over 12 years of age watching television than was spent listening to the radio, reading newspapers, reading magazines or attending movies combined," AMST stated.

The AMST position was predicated on two counts: "Maintain the present high technical quality of American tv and the present wide availability of multiple tv services throughout the country."

Tv's present heavy utilization of existing spectrum space is not the sole criterion, AMST warned. Tv broadcasting is "dynamic and expanding" and requires room for growth.

Move to Uhf? • If tv were reallocated to uhf, a major portion of the investment by broadcasters and the public, exceeding $26¼ billion, would be obsoleted, AMST warned. It added:

"In order to continue to provide the American public with the volume of service which it now receives and to provide room for growth, all 12 vhf channels as well as each of the 12 vhf channels must be preserved for television broadcasting and the 70 uhf channels must also be preserved for television unless an appropriate number of additional vhf channels is allocated in exchange."

If tv were moved to uhf, AMST warned, more than 25% of the total land area of the U. S. would be without "service of consistently good quality," in quoting the "critical distances" developed by the Television Allocations Study Organization.

In spelling out some of these losses, AMST estimated that Iowa would lose 23,700 square miles, or 42% of the total state area. Virginia, for example, would lose 8,100 square miles, or 20% of its land area.

Actually, AMST pointed out, these figures are conservative. The critical distances in uhf become less and less as the frequency is higher in the spectrum. TASO reported, AMST recalled, that the "critical distance" for the upper uhf (chs. 41-83) is only 30 miles—75% of the critical distance for chs. 14-40. The critical distance for the low uhf channels was estimated by TASO to be 40 miles from a transmitter.

"Taking into account long range consideration," AMST said, the most advantageous allocation would be additional vhf space for tv.

AMST also demolished the possible contention that tv should be operated via wire lines. It would cost, AMST said, from $12 to $50 million to install the cable for just one market, Los Angeles. One proponent of pay tv, AMST noted, estimated that a wired system designed to serve 150,000 subscribers in a single market would range from $11 million to $18 million. This is a capital investment of $73.50 to $122 per subscriber.

A wired tv service, AMST said, would serve only the great centers of population in metropolitan areas; at least 36% of the population living in rural and small towns would lose service they now receive from free, broad coverage tv, the organization pointed out.

AMST also insisted that present standards be maintained—a 6-mc channel, directional antennas, precise and very precise carrier frequency control operations. AMST said:

"With respect to these techniques, the TASO Report recognizes that further investigation and reliable field testing in particular is required. Accordingly, AMST respectfully suggests that, until completion of the essential tests, it would be premature to attempt to present details on the feasibility of such techniques and it would be premature for the Commission to consider them, at this time, as a means of reducing the spectrum space now allocated to television broadcasting."

Keep Status Quo • Harold Fellows, president of NAB and speaking presumably for the entire broadcast industry, asked the FCC to maintain the status quo until the findings of the TASO report have been evaluated and until the government has completed its analysis of government and non-government spectrum occupancy.

"It is obvious", Mr. Fellows said, "since television occupies more than 50% of the non-government space between 25 mc and 890 mc that that service holds the key to the entire band."

Tv should be a nationwide, free competitive service, the NAB president said. An allocations plan involves considerations which include economics, social objectives, political aspects and technical factors. It cannot be known at this time whether tv should have 40, 60 or 80 channels. "But I do believe," Mr. Fellows stated, "that it is important that sufficient channels be reserved so that growth will not be stunted."

Mr. Fellows foresaw the day when small television stations serving local communities will be required to serve as outlets for the huge increases in advertising and expenditures to move tremendous upsurge in goods and servicing that will be the economy of tomorrow (A.D. 2000, 273 million people, $900 billion gross national product).

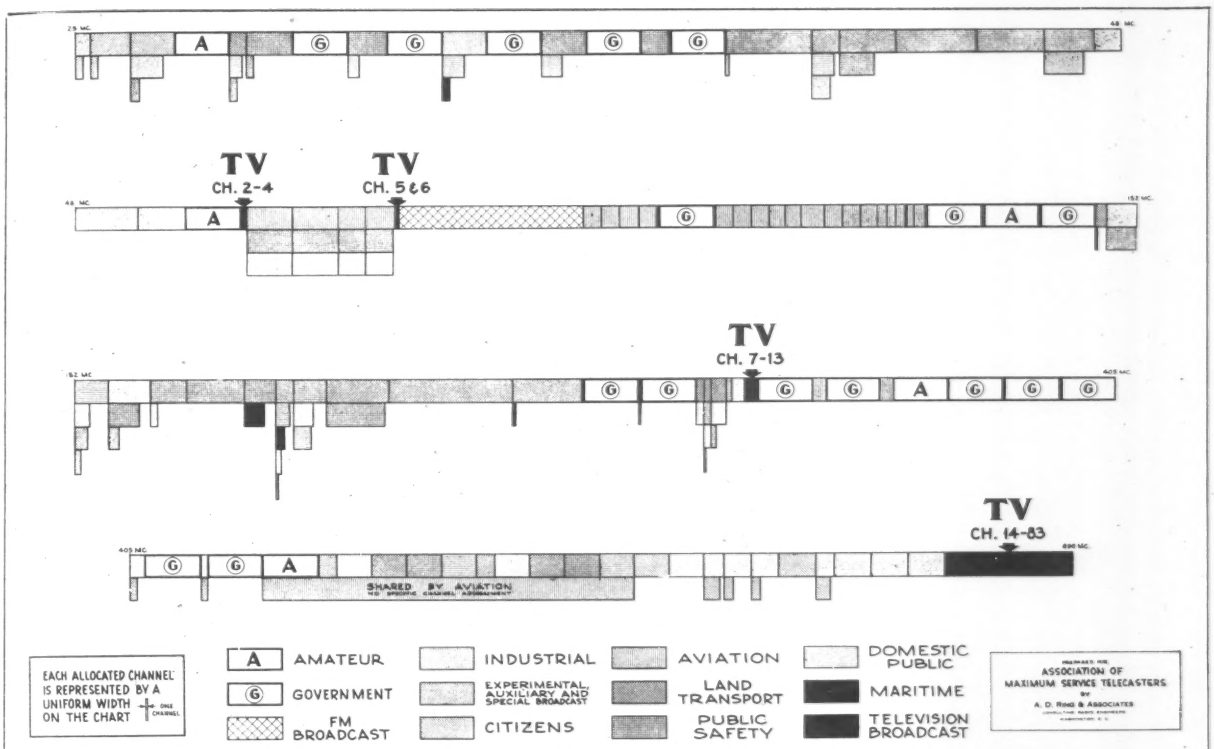
Mr. Fellows also estimated that by 1968 there will be more than 78 million tv sets in use (vs. 48 million today).

"To that end," Mr. Fellows concluded, "it not only is necessary to have sufficient allocations for present usage, but it is doubly important that sufficient space be reserved for the station of tomorrow." And he said:

"No steps [should] be taken which would preclude the reservation of an adequate number of channels for a nationwide competitive television service based upon anticipated growth in the nation's population and economy."

Auxiliary Services • A. Prose Walker, NAB engineering manager, urged that allocations for broadcast and television remote pickup channels in the 25-26 mc area be retained as there are about 1,500 authorizations in these areas. The same should be done with the broadcast pickup bands in the 152-153 mc area, Mr. Walker stated. Mr. Walker asked that the six channels now proposed to be allocated to broadcast at 161 mc be expanded to 10 channels. He also asked that two bands of 10 channels each, separated by about 5 mc, be made available for broadcasting in the 450 mc region. He also called on the present channel width at 160 mc to be retained.

Future of Tv First • American Broadcasting-Paramount Theatres: AB-PT said that "it does not at this point de-



The score on channels • If spectrum usage is measured by the number of channels allocated to various services, instead of the amount of space they occupy, television is the poor relation. This diagram was submitted to the FCC last week by the Assn. of Maximum Service Telecasters. It shows the spectrum from 25 mc (upper left) to 890 mc (lower right) in terms of the channels occupied by various services—not the relative spaces they occupy. Tv has a total of only 82 channels. Other services have many more: public safety, 547; industrial, 541; land transportation, 385; aviation, 256; domestic public, 178; maritime, 106; fm, 100; citizens, 94. The only service that has fewer channels than tv is experimental and auxiliary broadcast, with 57. There are no figures for the number of channels used by the government and the amateur services in this portion of the spectrum.

sire to submit evidence" in the 25-890 mc proceeding. ABC called attention to the TASO report, its own 1957 pleading with the Commission for more vhf channels in major markets and other moves to solve the tv problem.

"Accordingly, . . . ABC remains of the view that the future of television allocations should be determined before any overall reallocation of frequencies in the 25-890 mc band is attempted," the network stated.

Hold Fm Untouched • Ben Strouse, WWDC-AM-FM Washington, director of Fm Broadcasters, championed fm as the only hope for truly satisfactory broadcast stations and strongly urged the FCC to leave untouched the space currently assigned to fm.

"The 88-108 mc band presently allocated for fm broadcasting must in the public interest remain intact," Mr. Strouse said. "Fm should not be transferred to another portion of the spectrum, nor should it be deprived of any of the frequencies presently available . . . and the width of fm channels should not be diminished."

This is required, Mr. Strouse emphasized, because present provisions "provide the best possible allocation in the context of present broadcasting and other radio requirements and because fm broadcasting is now in the process of a second period of substantial growth and popularity which clearly shows that fm frequencies will be utilized to a greater extent and for more significant purposes than any alternative use of those frequencies which might be proposed."

Mr. Strouse pointed out that current fm space was assigned by the Commission in 1945 after lengthy proceedings. He continued: "There can be no claim that frequencies should be deleted from the fm service because its development in the past 12 years has failed to fully utilize the spectrum set aside for it.

No Error • "No evidence has been adduced which indicates that the Commission erred in concluding that fm can function best in the 88-108 mc band. Moreover, it is clear that any shift from that band would virtually doom the ultimate development of fm." He pointed out that there are now 15 million fm receivers in the hands of the public, representing an investment of $500 million. Investment of 591 operating fm stations is approximately $25 million, he stated.

High Fidelity • Alfred M. Zuckerman, chief engineer, Bogen-Presto Co., for the Institute of High Fidelity Manufacturers (85 members, 25 associate members) declared: Fm is the "most effective single service" which stimulates and meets the public demand for high fidelity music and speech. He urged that the present fm allocation be retained. It is "the only reservoir for unlimited aural broadcasting," he stated.

Educational Radio • Harry J. Skornia, executive director, National Assn. of Educational Broadcasters, dwelled principally on the role fm has played in educational broadcasting and urged the Commission not to molest current assignments.

He pointed out that educational radio has survived and grown despite lack of support in the past by the government. During early development stages, educators were constantly shifted around in the spectrum—never

having am space and now with only 20 reserved fm channels (between 88 and 92 mc).

"That an fm service for education exists at all today in the U. S., in view of the reverses it has suffered, is a miracle," Mr. Skornia stated.

Don't Hinder Educational Tv • Ralph Steetle, executive director, Joint Council on Educational Television, urged the FCC not to do anything in the present proceeding that would hinder educational tv. "The underlying strength of the etv movement in the U. S., reflected in its achievements during the past seven years," he said, "is both the desire and demand of American citizens to strengthen the keystone of democracy—an education for all members of this society.

"It is of the utmost importance that this demonstrated demand for educational opportunity through the use of tv . . . is not thwarted in the months and years to come."

Reallocate Tv • Motorola's Daniel E. Noble called for the reallocation of tv to a 30-channel band beginning at 174 mc (present ch. 7) and extending upward in a continuous band to 354 mc. This is similar in part to the proposals of Comrs. T. A. M. Craven and Frederick W. Ford. Mr. Noble added:

"As distasteful as this at first may appear, it is a feature which can be accommodated with proper planning so as to minimize negative reactions. The benefits that will accrue are definitely the lesser of evils. Such an adjustment can be managed over a 10-year period minimizing the obsolescence to set owners. The equipment changes required of the broadcasters are comparatively minor and can be accommodated with minimum hardship."

The Motorola executive vice president also called for the establishment of a single government authority having jurisdiction over both government and non-government allocations.

"No rational pattern for the control of spectrum occupancy will ever be achieved," Dr. Noble stated, "until a single authority is established. . . . The FCC, with its vast experience of federal radio regulation, might be expanded to the degree necessary to extend these activities over the entire spectrum. . ."

The Motorola presentation asked for an additional 55 mc to be allocated to the private land mobile service in the 50-72 mc, 140-150.8 mc, 162-166 mc, and 470-489 mc bands.

The need is imperative, Dr. Noble said. There are today about 700,000 transmitters operating in that service. Electronic Industries Assn. has estimated that by 1978 there will be 5 million such transmitters operating, the Motorola executive noted.

Bell Plan • Harold R. Huntley, chief engineer, AT&T, urged broadband public mobile service on common carrier basis to handle all elements of public service to public and to institutions. He asked for 75 mc of space, running from 765 mc to 840 mc. This is upper uhf television band, ranging from ch. 63 to ch. 83. The presentation was accompanied by exhibits showing locations of uhf stations operating in this area, also translators operating in this area. Mr. Huntley said: "Together these exhibits show that very little use of the spectrum has been made or is planned in this frequency region."

Mr. Huntley continued:

"But equally important is the fact that these stations are so located as to result in minimal interference to public mobile service in metropolitan areas which would be early candidates for this service . . . No broadcast stations and only a few translators are in operation within interference range of the 20 largest metropolitan areas (above about 700,000 population) and only a small handful is planned."

Other elements of the AT&T testimony were presented by John J. Hanselman, Robert Bright and Paul W. Blye.

Manufacturers Speak • For Electronic Industries Assn. the following testified:

Robert Casselberry, manager, product planning and marketing research, communication products department, General Electric Co.:

Mr. Casselberry said land mobile services require 1,200 voice channels or 40.8 mc of spectrum by 1960, for growth between 1962 and 1968, apportioned as follows: below 100 mc (4.8 mc or 240 channels); 100 mc to 300 mc (18 mc or 600 channels); above 300 mc (but below 890 mc) (18 mc or 360 channels).

He said requests by the telephone industry for the 75 mc band between 765 and 840 mc should be dismissed because the 50 mc of space between 890 and 940 mc, reallocated to government use, has been adequately replaced by an allocation of 90 mc between 2110 and 2200 mc.

E. C. Tracy, RCA, chairman of EIA's broadcast and closed-circuit tv equipment section, said various members have studied possible uses of portions of the uhf tv band for distribution of educational program material to supplement closed circuit systems now planned and in use. It appears that while the cost of distribution of educational program material from a central studio site over a whole county or state may be prohibitive using coaxial cables or microwave, this activity may be entirely practical through supplemental broadcast type transmission from one or more strategically-located low power uhf transmitters, he said.

The FCC should consider clarifying the eligibility of educational institutions to use designated uhf tv channels for transmitting classroom program material as part of an associated distribution network, Mr. Tracy said.

Other Testimony • Robert J. McNutt, chairman, Communications & Radio Committee, American Municipal Assn.—"We request that a 'long hard look' be taken at the present allocation of all the frequencies between 470 mc and 890 mc for television . . . [these] are little used . . . [and] not usable in the economic competition with vhf." Recommends use of frequencies between 470 mc and 890 mc for mobile services and reducing uhf television from 70 uhf channels to 56.

Don Rettick, San Francisco service engineer, in behalf of himself and similar companies—Only region available is uhf television. Some of this should be allocated for non-common carrier use for urban, industrial exploitation. Urges that public safety, land transportation and industrial services be expanded either immediately above or below 150-162 mc.

International Municipal Signal Assn. —Fire radio service needs 30 more mobile channels in the 100-890 mc area. Also four or more frequency pairs in the 450-860 mc region.

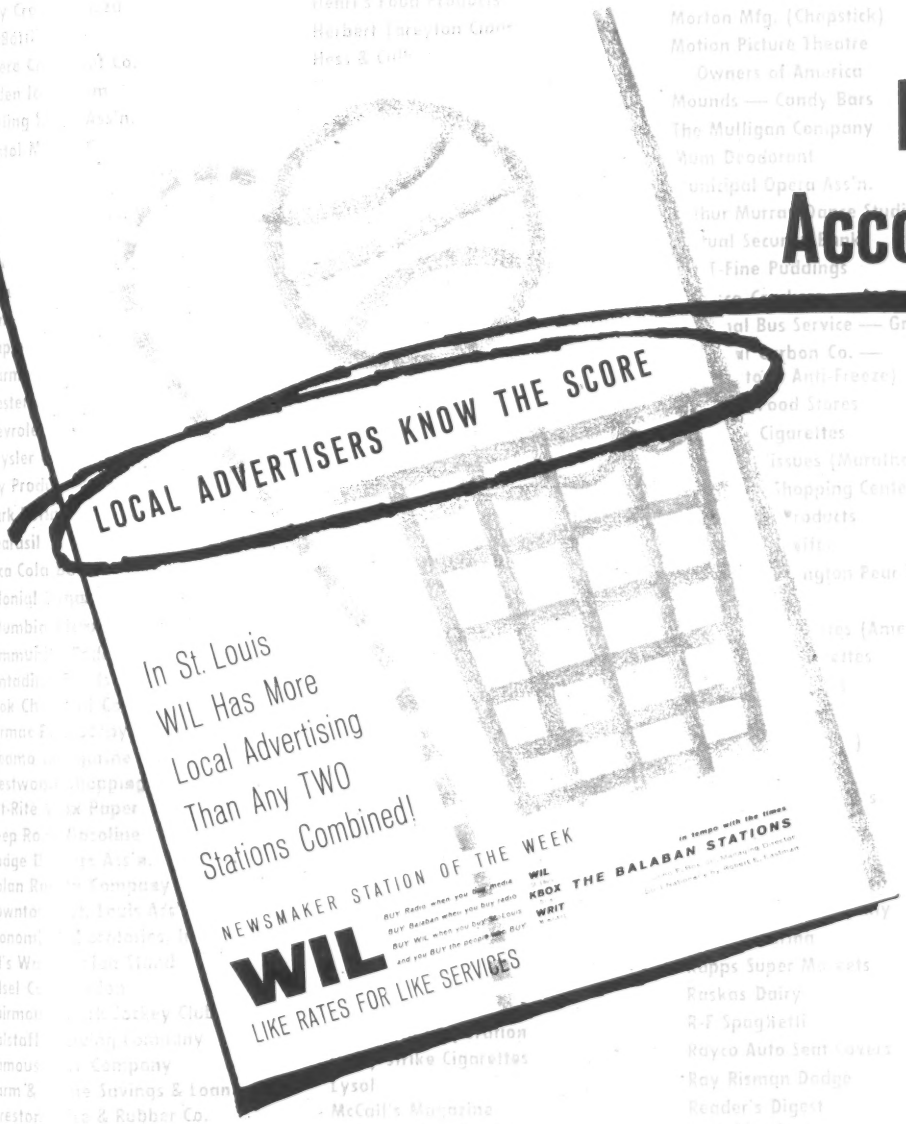
Lenkurt Electric Co. (equipment supplier to large communications users), Alan F. Culbertson, manager of mobile telephone division—Mr. Culbertson asked exclusive assignment of 840-890 mc (uhf chs. 70-83) for common carrier fixed service. He said Lenkurt concurs in the AT&T proposal that 765-840 mc be allocated to domestic public mobile radio service for use by land line common carriers and that these frequencies be made available to fixed common carrier service on a secondary shared basis.

R.H. Herrick for United States Independent Telephone Assn.—wants the transfer to the common carrier fixed service of the 840-890 mc frequency band . . . "A reduction of 50 mc from this large uhf portion for the essential services of telephone companies would be justified and wholly equitable from the standpoint of the public interest."

United States Independent Telephone Assn. by Donald C. Power, chairman of Gen. Telephone & Electronics—has "an unsatisfied need for frequencies for fixed service located near the upper limit of the spectrum . . . for substituting frequencies immediately below 890 mc. . . ."

Charles R. Cutler on behalf of Alaska Aviation Radio Inc.—"Frequencies between 76-100 mc are also availabl

"We Have the National Accounts Too!"



WIL

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
and you BUY the people who BUY

WIL St. Louis
KBOX Dallas
WRIT Milwaukee

In tempo with the times

THE BALABAN STATIONS

John F. Box, Jr., Managing Director
Sold Nationally by Robert E. Eastman

in Alaska for operational fixed use on a shared basis with the government frequencies in both of these bands are presently licensed, for example, by AARI for transmitter link and control purposes. The continued availability of these freqeuncies is essential."

Use of spectrum space should be probed: FCC

Any investigation to be conducted of the radio spectrum should consider not only the space allocated to various users, but also just how that space is being utilized, the FCC told the Senate Commerce Committee last week.

The Commission was commenting on S J Res 76, introduced by Committee Chairman Warren Magnuson (D-Wash.) at the request of President Eisenhower (BROADCASTING, March 16). The White House acted after the Cooley telecommunications advisory group had recommended that such a study be made.

Members of Congress and broadcasters, in past pleadings for a spectrum investigation, have pointed up the secrecy surrounding the use made of military-allocated space. Many, such as Rep. William Bray (R-Ind.), have charged the military is wasting space that could be utilized by commercial tv.

The FCC also suggested to Sen. Magnuson that the resolution be amended to specify that the investigative commission have authority and access to such classified information. Also, the FCC stated, life of the investigation should not be limited to one year (as now spelled out in the bill) because there is "some doubt" the work could be completed in such a short period.

Title of the bill should be clarified to specify the investigation would be of the radio spectrum. The FCC said. The broader term "telecommunications," which is used, could be construed to include wire and cable transmissions, the Commission pointed out.

"We continue to believe that a comprehensive study of present and future radio frequency spectrum usage and needs as well as of the organization and procedures employed by the federal government for spectrum management would be useful," the FCC said. In its comments to the Senate, the Commission did not mention a study already announced by Rep. Oren Harris (D-Ark.) for his House Commerce Committee.

Sen. Magnuson also asked for comments on SJ Res 76 from the Dept. of Commerce, Comptroller General, Civil Service Commission, Civil Aeronautics Board, Dept. of Defense, Federal Aviation Agency, General Accounting Office, Dept. of Interior, National Aerounatics & Space Administration, Office of Civilian & Defense Mobilization and the State Dept.

BROADCAST ADVERTISING

VIDEO AND THE TELEPHONE

ANA workshop gets phone success story; Schachte, Ogilvy heard on ad scientifics

A case history showing how television softens up the advertiser's prospects—producing three times as many sales in this case—was detailed by a New York Telephone Co. executive last week.

Speaking at a research workshop conducted by the Assn. of National Advertisers in New York last Wednesday (April 1), Pitt F. Carl Jr., assistant vice president of the telephone company, reported on studies conducted among both viewers and non-viewers of *Weather 6-1212*, a five-minute early-evening program sponsored by his company on WRCA-TV New York.

Mr. Carl was one of a number of speakers at the closed session, including Henry Schachte, executive vice president of Lever Bros. and chairman of ANA; David Ogilvy, president of Ogilvy, Benson & Mather, and Maxwell Ule, senior vice president of Kenyon & Eckhardt.

Viewer Reaction • Mr. Carl said telephone company statisticians ran monthly telephone surveys to get viewer reaction to the program and its commercials. Later, he said, they chose about 500 who had said they watched the program and matched this group with a comparable sample of non-viewers. Then the business office put girls to work "calling these two groups on a cold canvass to try and sell them extensions or any other items of residence telephone equipment."

The results:

"Sales to viewers were better than three times as great as sales to non-viewers.

"Quite a few of those called said they were planning to redecorate or make some changes in the spring and asked that they be called then. This ran just about three-to-one in favor of viewers.

" . . . In doing this particular study we were able to isolate the effectiveness of our weather show from all other media we use, since it must be assumed that both groups, viewers and non-viewers, were more or less equally exposed to all our other sales advertising."

More Long-Distance • Mr. Carl said another survey among the same groups, completed last Monday (March 30), showed the average viewer was using long-distance service—also promoted on the program—more than non-viewers were.

The monthly surveys started last fall dealt primarily with sponsor identification, reaction to the program and commercial remembrance. The telephone company started sponsoring the program in August. The surveys, reaching 1,500 to 2,000 customers each month, were started in September. At that time, Mr. Carl reported, sponsor identification was 61%—and increased to 89% in November. In September, 48% could recall a commercial; in November the figure was up to 82%, and the average viewer recalled two commercials.

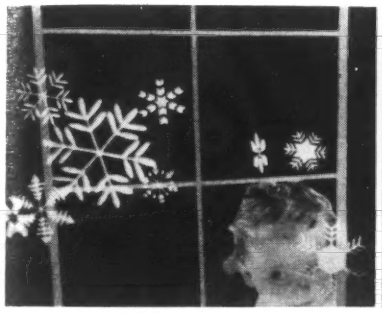
Schachte on Sales Results • In another feature of the workshop program Lever's Mr. Schachte said flatly that advertising management should face up to the fact that the effectiveness of advertising expenditures cannot be measured in terms of dollar sales returns. Nor can it ever be, he asserted, adding: "Isn't it enough that we sell more?" When advertising people stop worrying about "what we can't measure," he said, they will have more time to spend on "what we can," and thus create better advertising.

Mr. Schachte saw an analogy between medicine and advertising, and suggested that advertising work be called "the practice of advertising," as doctors refer to theirs as "the practice of medicine."

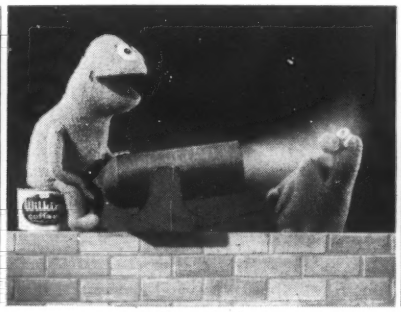
Oglivy on Research Costs • Mr. Ogilvy said advertisers were "shortsighted" when they require agencies to pay for research to evaluate their advertising. "Why spend millions on space and time but refuse to spend a penny on evaluating the message used in that space and time?"

Mr. Ogilvy advised advertisers, "Abandon your attempts to get your agencies to furnish free, unprejudiced evaluations of their own performance. Instead, set aside a small percentage of your total advertising budget and turn it over to the best independent research organization you can find; let *them* evaluate the message."

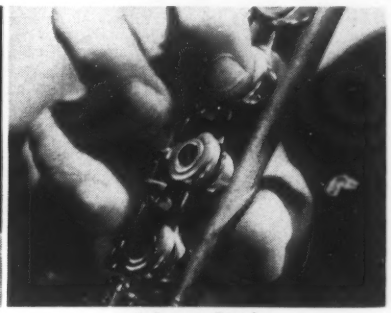
New York Art Directors Club: annual tv awards



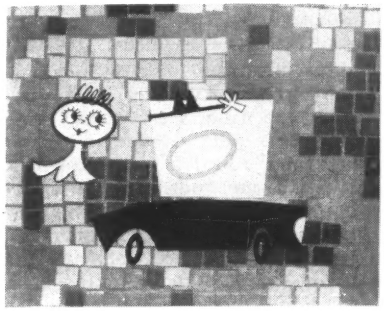
Johnson & Johnson (Mr. Frankfurt)



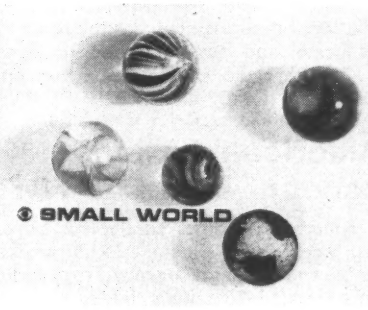
Wilkins Coffee



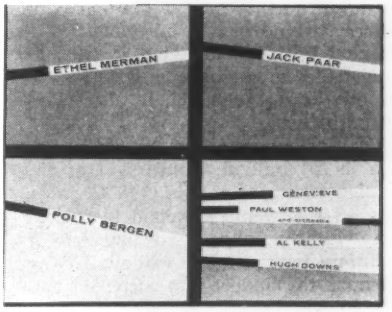
Anheuser-Busch



Esso Imperial



CBS-TV



'Chevy Show' (gold medal)

Winners were named March 31 at the awards luncheon of the 38th annual national exhibition of advertising and editorial art and design of the Art Directors Club of New York. On display from March 31-April 8 in the Astor Gallery of the Waldorf Astoria Hotel in New York are a total of 487 entries from more than 14,000 submissions in 30 major classifications.

For the second consecutive year NBC won the club's gold medal for television. The winning entry was the titling for the *Chevy Show* starring Ethel Merman, colorcast March 30, 1958. Edward J. Bennett, manager, design and art for NBC, and Guy Fraumeni, artist-designer, accepted the medal.

A special medal was awarded to Stephen Frankfurt, tv art director-production director, Young & Rubicam, for general excellence of a group of tv commercials for Johnson & Johnson products.

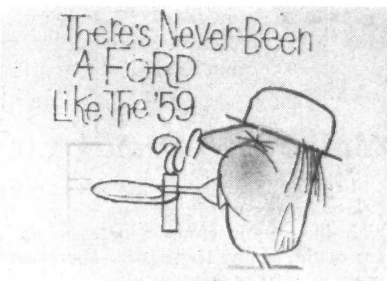
Mr. Frankfurt

All judging was determined by a jury under the direction of Henry Wolf, art director of *Harper's Bazaar*, and chairman of the exhibition committee.

Recipients of certificates of distinctive merit, their agencies and advertisers in the various classifications of the tv category are:

Tv live action (minimum of 90% live action)—Bob Johnson, D'Arcy, Anheuser-Busch Inc. Tv animation (minimum of 90% animation), two winners—Abe Liss, MacLaren Adv., Esso Imperial; Jack Wohl, J. Walter Thompson Co., Ford Motor Co. Tv limited technique, still art or photography with or without camera movement—Jack Wohl, J. Walter Thompson Co., Ford Div., Ford Motor Co. Tv full stop motion, three dimensional (puppets)—James Henson, M. Belmont ver Standig Inc., Wilkins Coffee. Tv color (in any or all techniques—Robert Gage, Doyle Dane Bernbach, Chemstrand Corp. Tv still art—George Olden, CBS-TV.

Chemstrand



Ford (animation)

Ford (still art)

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week March 26-April 1 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., March 26	Real McCoys (8:30 p.m.)	ABC-TV	24.2
Fri., March 27	77 Sunset Strip (9:30 p.m.)	ABC-TV	27.5
Sat., March 28	Perry Como (8 p.m.)	NBC-TV	26.3
Sun., March 29	Maverick (7:30 p.m)	ABC-TV	23.3
Mon., March 30	Desilu Playhouse (10 p.m.)	CBS-TV	28.0
	Restless Gun (8 p.m.)	NBC-TV	28.0
Tue., March 31	Rifleman (9 p.m.)	ABC-TV	28.5
Wed., April 1	Wagon Train (7:30 p.m.)	NBC-TV	33.3

Copyright 1959 American Research Bureau

Prudential shopping for alternate sponsor

The Prudential Insurance Co. of America would like to buy network tv for next fall prudently, but in the unpredictable buying season wisdom apparently is not enough. It also takes a dose of luck.

The insurance advertiser, identified with its $4 million sponsorship of the prestige series, *The Twentieth Century*, on CBS-TV, wants to retain identification with that show and buy into a nighttime program but without having to knock the budget into a cocked hat.

Prudential has *Twentieth Century* firm for next season on a 52-week basis. The insurance firm would sell off one-half the series to another "suitable" advertiser if Prudential also could obtain a "suitable" advertiser to share costs on a new fall show on CBS-TV called *Twilight Zone* (tentatively set for Friday, 10-10:30 p.m.).

Objective: identification with two programs appealing to two different audiences at about the same cost for one series.

As of Thursday (April 2), Prudential had no indication whether or not CBS-TV could accommodate its wants on *Twilight*. This part would have to be settled before it could begin contacting other advertisers as possible customers for half of *Twentieth Century*.

Negotiating for Prudential is its agency, Reach, McClinton, New York.

Radio-tv prescribed to pre-sell insurance

The insurance industry was urged Friday (April 3) to consider broadcast media as personal salesmen.

The speaker was Robert H. Teter, vice president and director of radio for Peters, Griffin, Woodward, station representative. The audience: members of the Life Advertisers Eastern Round Table meeting in New York.

Mr. Teter saw radio and tv as preconditioners of the home audience making them aware of the services and relieving "apathy toward the initial contact of the individual insurance salesman."

He said insurance people ought to consider broadcast media as the route to "educate and pre-sell your prospect . . . With radio and televison you are reaching a family audience."

American Airlines account lands at Y&R

American Airlines Inc., New York, last week chose Young & Rubicam as its new advertising agency, to handle an estimated $6 million budget.

Before the year is out, the airline budget is expected to go higher, probably $7 million or more.

About $1.2 million of the budget is in radio.

The account formally lands at Y&R June 1. The airline on March 10 announced termination with Lennen & Newell where it had been for 3½ years (BROADCASTING, March 16).

Charles A. Rheinstrom, executive vice president of American Airlines, had said then American was interested in tv "if we can find a way to use the medium effectively."

Radio sponsorship consists of the late evening-early morning *Music 'Til Dawn* in nine major markets and spot (RAB reported the spot investment for 1958 at about $1 million).

Y&R ranked third last year among U.S. agencies in broadcast billing. It handles an estimated $220 million per year of clients' advertising, of which nearly $100 million is in the broadcast media.

Maine advertising tax

Legislation aimed at imposition of a 3% state tax on advertising awaits action in a joint House-Senate committee of the Maine legislature. The Maine Assn. of Broadcasters testified at a hearing before the joint group, pointing to the defeat of a similar tax imposed last year by the city of Baltimore.

AFTER 10 YEARS Chase & Sanborn back on shelf at Thompson

Chase & Sanborn last week delivered a coffee break for J. Walter Thompson, worth an estimated $6.5 million in yearly advertising.

For the two it was a reunion after a 10-year separation. In the interval, C&S was Compton's account. The coffee billing includes both regular and instant.

Standard Brands Inc., New York, which markets Chase & Sanborn, appointed JWT on Thursday (April 2), only two days after it had dropped Compton effective July 1.

A substantial portion of the account is in the broadcast media.

No "Outsider" • In picking up the new business, J. Walter Thompson, already the nation's top agency both in total advertising revenue and in radio-tv billing, added a feather in its cap. JWT is no "outsider" at Standard Brands, for in addition to its former handling of Chase & Sanborn, the agency also services other Standard Brands' products (namely Fleischmann's yeast and Tender Leaf tea and one or more of the Royal products).

With Compton going, JWT and Ted Bates are the two agencies with the bulk of Standard Brands' food products. In fact, it was Bates and not Thompson to which handicappers initially had given the inside track.

JWT last year had a conservative estimate of $113.5 million in radio and tv combined. Compton, ninth agency on the national listing, had some $47.2 million in radio-tv.

There had been reports at Compton of trouble long brewing with Chase & Sanborn, fomented principally by increased competition in the coffee field (along with the growth of regional and local coffee brands). Standard Brands recently effected changes in marketing personnel.

At one time Chase & Sanborn and competitor Maxwell House (marketed by General Foods Corp.) sold the most coffee in the country. And typically Maxwell House and Chase & Sanborn were associated with the most popular network radio shows.

Majors in Tv • Now Chase & Sanborn's major broadcast effort is in television. In network, the coffee brand sponsors daytime shows. It also is in spot tv and has been active in radio. Television Bureau of Advertising's listings for 1958 show C&S investing more than $2.3 million in network tv and nearly $2 million in spot television (these figures, however, represent gross time charges).

Broadcasting has never had so many opportunities to do so much

"If only someone had stopped and taken the time to try to understand me . . . if only they had!"

Here's the story of a delinquent, beginning when he was 12 years old, told by him *in his own voice* as he lived it. His experiences – muggings, dope-pushing, larceny, and other crimes – were recorded by Helen Parkhurst, eminent psychologist and educator, over a period of twelve years, as they took place.

Last week this unusual and tragic story was presented by the Westinghouse Broadcasting Company in a series of five consecutive nightly one-hour broadcasts called "Autobiography: My Road to Crime"... heard across the country, from Boston to Portland, Oregon, on all six WBC radio stations.

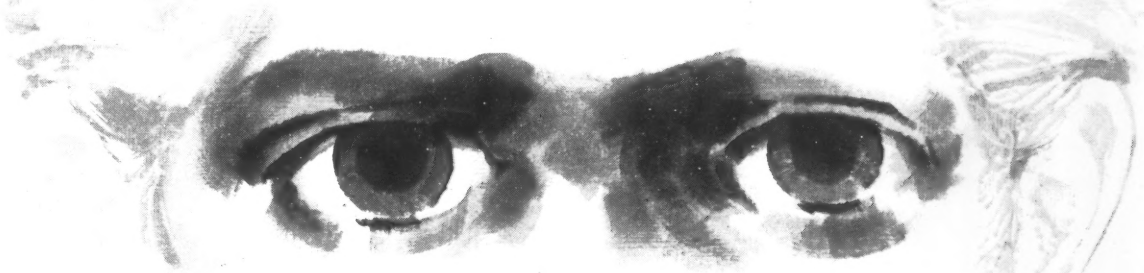
For mothers and fathers, educators and public officials, this WBC-*initiated*, WBC-*produced* series was a definitive and penetrating attempt to understand this serious problem. (*The Saturday Evening Post* adapted the WBC material into a 3-part serialized story; last installment is in the current issue.)

It represented another great opportunity for radio service. For what better way is there to understand and help these youths than to listen to the words of one of them . . .

. . . to actually hear the anger, the problems and decisions, the revolt as it stirs in what is probably the most troubled mind of our times . . .

the mind of a delinquent

IT COULD ONLY BE HEARD ON RADIO!



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX
TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX

Your Salesman for More Than 700,000

CALLS ON SIGHT IN THE SOUTHEAST'S BIGGEST, RICH MARKET

WSJS TELEVISION WINSTON-SALEM

Put your salesman where he can make the most calls at less cost. Buy WSJS-television's 713,062 TV sets in 75 Piedmont Counties in North Carolina and Virginia.

NBC AFFILIATE for { *Winston-Salem* *Greensboro* *High Point*

Call Headley-Reed

Liquor ads boost SatEvePost revenue

The *Saturday Evening Post*, which waited 230 years before accepting alcoholic beverage advertising in its Oct. 4, 1958, issue, has reported revenues exceeding $750,000 from that source in the last quarter of 1958.

And, unlike broadcasters who were thoroughly castigated for considering relaxing radio's voluntary ban on such advertising, the publication's new policy has detonated no explosions.

Peter E. Schruth, vice president and advertising director for the family magazine, said, "we are more than encouraged by the initial reaction of the liquor industry to our acceptance of alcoholic beverage advertising." It is estimated that *Post* revenues from liquor advertisers in 1959 will top $5 million.

When asked about reader response to the new policy, a *Post* spokesman replied: "We are surprised by the smallness of the reaction." Aside from protesting letters received from the WCTU and church groups, the general tone has been one of "calm acceptance," he stated. "We have received several letters commending us for being modern," he added.

The advertising switch was contained in an announcement made last August by Robert E. MacNeal, president of Curtis Publishing Co. He explained then that the change in *Post* policy "is deemed appropriate at this time and compatible with the viewpoint of the vast majority of its present and potential audience."

This judgment was backed up by figures released in February which revealed that the circulation of the *Saturday Evening Post* hit an all-time peak of 6,100,000 with its Feb. 14 issue.

Mr. Schruth listed a dozen distillers and breweries currently using the *Post* as an advertising medium, including Anheuser-Busch, Seagrams-Distillers, P. Ballantine & Sons and Four Roses Distillers. Three new accounts reported in the last week are Schaefer Brewing, Miller Brewing and the Wine Advisory Board. A total of 18 liquor advertisers have bought space in the *Post* so far.

Commenting on this advertiser interest, Mr. Schruth said that "business now on the books for 1959 exceeds our most optimistic estimates for advertising revenue in this category."

The Curtis Publishing Co. also publishes *Holiday* magazine, which has accepted liquor advertising since its beginning in 1947. There is no alcoholic beverage advertising in the other Curtis publications, which are *Ladies' Home Journal*, *American Home* and *Jack and Jill*, a children's magazine.

Lipstick and romance • The glamor of the Orient becomes a promise of new beauty in Pink Jade, product introduced yesterday (April 5) by Max Factor & Co. in a major-market tv spot drive being placed through Kenyon & Eckhardt, Los Angeles. New line is the company's first major promotion of 1959, its 50th anniversary year. The one minute spot uses the Oriental setting to create an emotional appeal for such copy lines as "Pink Jade lights your lips with a seductive glow . . . makes them the most precious jewel you own."

STANDARDIZING Burnett suggestions on tv-tape given NAB

Suggestions for standards being prepared by NAB for video-tape were offered by an executive of Leo Burnett Co. last week.

They were contained in a letter from David W. Dole, vice president in charge of broadcasting business, to Harold P. See, general manager of KRON-TV San Francisco and member of the NAB video-tape usage advisory committee. The Burnett agency has been active for Kellogg Co. and other accounts in taping tv commercials.

Mr. Dole advised Mr. See that Burnett is submitting a standard provisions agreement draft to producers of videotape. Because of the importance of positive identity of the tape, and the large cost of equipment necessary to allow each handler to identify the material recorded, Burnett suggested inclusion of a "coding" provision in NAB's uniform procedures.

Mr. Dole's recommendations also covered "commercial insertion standards" and quantity copying.

Identification • Mr. Dole felt "correct, foolproof, simple and automatic identity of every copy made of the master tapes to be copied is essential" and should "be a part of the industry standards." He pointed out that the "producers of programs and/or commercials on video-tape will not have sufficient machine-hours available for quantity duplication of copies of commercials . . . nor will the economics of duplication . . . operate properly if the overhead of studios, camera, crews and production costs have to be amortized against machine hours used for copying. Just as the film producer uses the film labs, the tape producer needs a 'tape lab' for such service."

Mr. Dole described Burnett's use of film production contracts covering job specifics and standards provisions.

He concluded that coding and other handling details "are problems of the future . . . but this future is coming at us at a terrific rate." He warned: "All that needs to happen to make it a real 'must' is for one completely coded commercial to be sent to stations now equipped with video-tape recorders and have it turn out to be the wrong one. Who indemnifies whom . . . for station time, tape production, copying and shipping costs and the entire carefully worked out, then loused-up advertising campaign?"

Lestoil's competition

Procter & Gamble's new liquid detergent—Mr. Clean—soon expects to blanket the country with spot tv leading the way. It's already in New England, and moved into New York last Wednesday (April 1). It will soon follow with

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

There were 126,564,000 people in the U.S. over 12 years of age during the week March 13-19*. They spent:

2,198.7	million hours	Watching Television
1,201.1	million hours	Listening to Radio
485.6	million hours	Reading Newspapers
233.6	million hours	Reading Magazines
381.4	million hours	Watching Movies on Tv
126.0	million hours	Attending Movies

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly "Activity" report, from which these figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of March 1, Sindlinger data shows: (1) 114,011,000 people over 12 years of age have access to tv (90.1% of the people in that age group); (2) 44,558,000 households with tv; (3) 49,201,000 tv sets in use in the U.S.

*"Activity" summary was not published for the week March 6-12 because of clerical problems.

(Copyright 1959 Sindlinger & Co.)

other regions agency is Tatham-Laird, Chicago). P & G tested its product successfully in California and has adopted a formula of saturation tv spot (minutes and 20-second spots) and some spot radio.

Lever's Handy Andy, via Kenyon & Eckhardt, N.Y., says it entered the last section of the country only last month. It has been using network tv augmented by spot tv in specific markets.

Colgate-Palmolive's contender—Genie—through Street & Finney, concedes the lead to Handy Andy but says it was the first liquid detergent to land on the West Coast. It has extended its spot tv coverage to include that entire region and is testing on the East Coast with plans nearly ready to go.

All three brands are the top companies' answer to Lestoil, No. 1 spot tv brand spender in 1958. Lestoil spent more than $12.3 million at gross rates and expects to be up to the $14-15 million spot level by end of year.

• Business briefly

Time sales

• Pontiac, through MacManus, John & Adams, is planning another series of eight one-hour-long tv specials for the 1959-60 season: with heightened competition anticipated for "special-time" in the coming season, the advertiser is considering placing all shows on one network if necessary in order to attain satisfactory scheduling.

• Barnhart-Morrow Consolidated, Los Angeles, has purchased $1 million worth of time on KHJ-TV Los Angeles, to be used for spots, at all times in the station's schedule over a period of months, to advertise Perky Parakeet Seed and Kitty Kat Products, made by Maginot Products, L.A. Following its purchase of time on KHJ-TV, one of the largest single time buys in west coast history, Barnhart-Morrow is preparing plans to use other tv stations in Los Angeles, New York, Chicago and San Francisco. The company is buying time directly, with no advertising agency involved. Barnhart-Morrow, primarily in oil, has just acquired Maginot Products.

• Dodge Div. of Chrysler Corp. begins a $330,000 spot radio campaign today (April 6). Involved are 150 markets over a six-week period. Agency: Grant Adv., Detroit.

• The heavyweight championship bout between Floyd Patterson and challenger Brian London of England will be broadcast on radio and tv by NBC. Scheduled for May 1 from Convention Hall, Las Vegas, Nev. (10 p.m. EDT), its sponsor is the Gillette Safety Razor Co., through Maxon Inc. NBC has also acquired radio-tv rights to two additional heavyweight title fights over an 18-month period starting May 1, excluding the Patterson-Ingemar Johansson June 25 bout.

• Florists' Telegraph Delivery will repeat its pre-Easter radio-tv saturation campaign for the 12 days prior to Mother's Day, May 10. The schedule calls for spot radio in about 150 markets (an average of 10 spots per week per station) during peak traffic periods and also spot tv in about 25 markets (over 10 per week, per market). Similar campaigns are planned for upcoming peak promotion periods. Agency: Keyes, Madden & Jones, Chicago.

• American Tobacco Co., through Lawrence C. Gumbinner, and Whitehall Labs Div. of American Home Products Corp., through Ted Bates, will alternate sponsorship of *Bachelor Father* when that situation comedy film series moves from CBS to NBC in mid-June. New time period: Thurs. 9-9:30 p.m. From April 16 until arrival of *Bachelor Father*, NBC will be replacing *Behind Closed Doors* with new panel show, *Laugh Line*, sponsored by Whitehall.

• NBC Radio estimates business for the first three weeks of March at nearly $1,700,000 in net revenues. Latest orders, totaling $1,190,596: Liggett & Myers' purchase of *Stardust* series for 13 weeks beginning May 18, through Dancer-Fitzgerald-Sample; Pepsi-Cola's order for 10-week schedule of 30-second spots, which began March 18, through Kenyon & Eckhardt; Chrysler Motors' (for Simca autos) sponsorship of 19 segments per week in *Monitor* for five weeks beginning May 30, through Richard N. Meltzer, San Francisco; American Machine & Foundry Co.'s order for report on stockholders meeting (one shot April 21) through Cunningham & Walsh; 14 weeks of sports segments in *Monitor* starting May 2 for Raybestos Div. of Raybestos-Manhattan Inc., Stratford, Conn., through Gray & Rogers, Philadelphia, and renewal of *Hour of Decision* (Sun. 10-10:30 p.m.) by Billy Graham Evangelical Assn. through Walter F. Bennett, Chicago.

• American Home Products, N.Y., through Ted Bates, N.Y., has purchased nine weeks of *Laugh Line* (NBC-TV Thurs. 9-9:30 p.m.), a game show which begins April 16.

• Perma-lift (women's underclothes), Chicago, will run 30-second announcements on NBC's *Monitor* starting April 25 for four consecutive weekends. The company is suggesting that stores tie in the commercials with 10-second ID spots. Perma-lift reports that 72% of the tie-ins have been bought. Agency: Cruttenden Adv., Chicago.

Agency appointments

• Wheatena Corp., Rahway, N.J., appoints Charles W. Hoyt & Co., replacing Cunningham & Walsh, effective last Wednesday (April 1). Budget and media plans were not disclosed, though the account has used spot radio-tv.

• American Dairy Assn. of Iowa appoints Truppe, LaGrave & Reynolds Adv., Des Moines.

• Norris Manufacturing Co. (sports shirts), Taylors, S.C., appoints Henderson Adv. Inc., Greenville, S.C.

• American Silicone Co. (cleaning-polishing products), Denver, appoints Cunningham & Walsh, San Francisco, to handle its full product line. The company entered field in 1957 when it began producing silicone concentrates for Convair B-58s to increase air speed and reduce maintenance problems and has since adapted its products for general consumer and commercial use. Plans are not set on radio-tv use.

• Molinos Nacionales, Caracas, Venezuela, subsidiary of International Milling, Minneapolis, names Young & Rubicam Inc., Caracas office, for its all-purpose flour.

CBS Television for Eastern Iowa • Channel 2 • Cedar Rapids—Waterloo • Affiliated with WMT Radio; KWMT Fort Dodge • National Representatives: The Katz Agency

Almost everyone in Eastern Iowa watches WMT-TV.

KEEP NAB CONVENTION EXCLUSIVE

Broadcasting's annual Pulse survey shows they like limitations

What do broadcasters think of the annual NAB convention, held March 15-18 in Chicago? Which programs do they prefer? What about limiting delegate participation to ownership-management executives?

The questions broadcasters ask themselves and each other are answered in a survey conducted during the convention by The Pulse Inc. BROADCASTING commissioned the research firm to conduct delegate interviews during the convention.

With a 200-delegate and random sample base taken from NAB's official registration list, interviewers contacted delegates registered in the Conrad Hilton Hotel. This formula resulted in a somewhat smaller number of interviews for delegates in the North Central area.

A higher representation of ownership-management delegates was shown than was the case in a similar BROADCASTING survey conducted at Los Angeles a year ago by Pulse.

Three out of every five delegates at the March 15-18 NAB convention approved the new format limiting exhibitions to broadcast equipment.

Seven out of every 10 approve the effort to limit delegate attendance to ownership-management executives.

These findings in the second annual convention survey conducted by The Pulse Inc. are among the opinions voiced by a sample of 200 of the 2,400 registered delegates. Only broadcaster delegates were included in the results.

Biggest Draw • The best attended convention function (not including the annual banquet) was the March 18 luncheon addressed by FCC Chairman John C. Doerfer, according to Pulse results, with 58.9% of delegates present. Second-ranking was the luncheon addressed by NAB President Harold E. Fellows, with the Keynote speech of Robert W. Sarnoff, NBC chairman, running a close third.

Nearly four out of five delegates interviewed felt the convention sessions were of value to them, citing a variety of reasons.

The March 16 labor clinic drew the top vote (55 delegates) as most valuable session, with 41 citing the FCC-industry roundtable and 37 specifiying the Radio Advertising Bureau presentation.

The poll showed that 68% of delegates were in the top management bracket, 21.3% in engineering and 5.6% department heads.

Seven-eighths Satisfied • Seven out of eight convention delegates consider NAB an effective trade organization. The other one-eighth mentioned assorted ways they thought the organization could be improved.

Pulse pollsters found that over half of delegates believe the FCC is doing a good job on allocations, with one-fourth taking the opposite view. Seven out of 10 believe the Commission is subject to political pressures; two out of five believe the Commissioners are influenced by private talks.

The vote in favor of confining exhibits to broadcast equipment thus eliminating the annual film-transcriptions-service "carnival floor," was far off the 1958 Pulse survey (BROADCASTING, May 12, 1958). That poll had indicated that only a small minority, 19.5%, were in favor of limiting exhibits to broadcast equipment, with 63.1% at that time favoring combined equipment and program service exhibits.

Last year's figures closely followed this year's pattern in the percentage who attend conventions regularly, attend autumn regional meetings, percentage of top management (73.4% last year, 68% this year), reason for attending convention (mainly a group category of "new ideas, information, knowledge gained from others and meetings").

Code Vote • About one out of three delegates (34.5%) consider the NAB's Tv Code effective compared to 74.7% a year ago; 29.5% consider it not effective compared to 14.9% a year ago; 36% had no opinion this year compared to 10.4% a year ago. On the other hand only 42.2% felt the code can be improved, compared to 53.9% who saw room for improvement in 1958. Those who wanted improvement cited mainly the need for more enforcement, better definitions of practice and more policing.

Similarly the number of delegates who felt the FCC is doing a good allocations job fell off from 74.1% in 1958 to 53.8% this year. A larger number, 70.6%, felt the FCC is subject to political pressures, compared to 55.8% last year; 39.6% felt the FCC is influenced by private talks compared to 27.3% a year ago.

A year ago 57.8% favored the plan to limit conventions to top management-ownership delegates. At that time 73.4% of the delegates interviewed were in that category. This year 70.1% preferred the ownership-management limitation, but 68.0% of delegates were in this category.

Two-Year Favorite • The choice of the labor clinic as favorite program repeated the results of last year's survey.

Complete results of the survey follow:

Question 1

Do you attend NAB Conventions regularly?

	#	%
YES	167	84.8
NO	30	15.2
TOTAL	197	100.0

Question 2

Do you attend NAB Autumn Regional Conferences regularly?

	#	%
YES	98	49.8
NO	99	50.2
TOTAL	197	100.0

Question 3

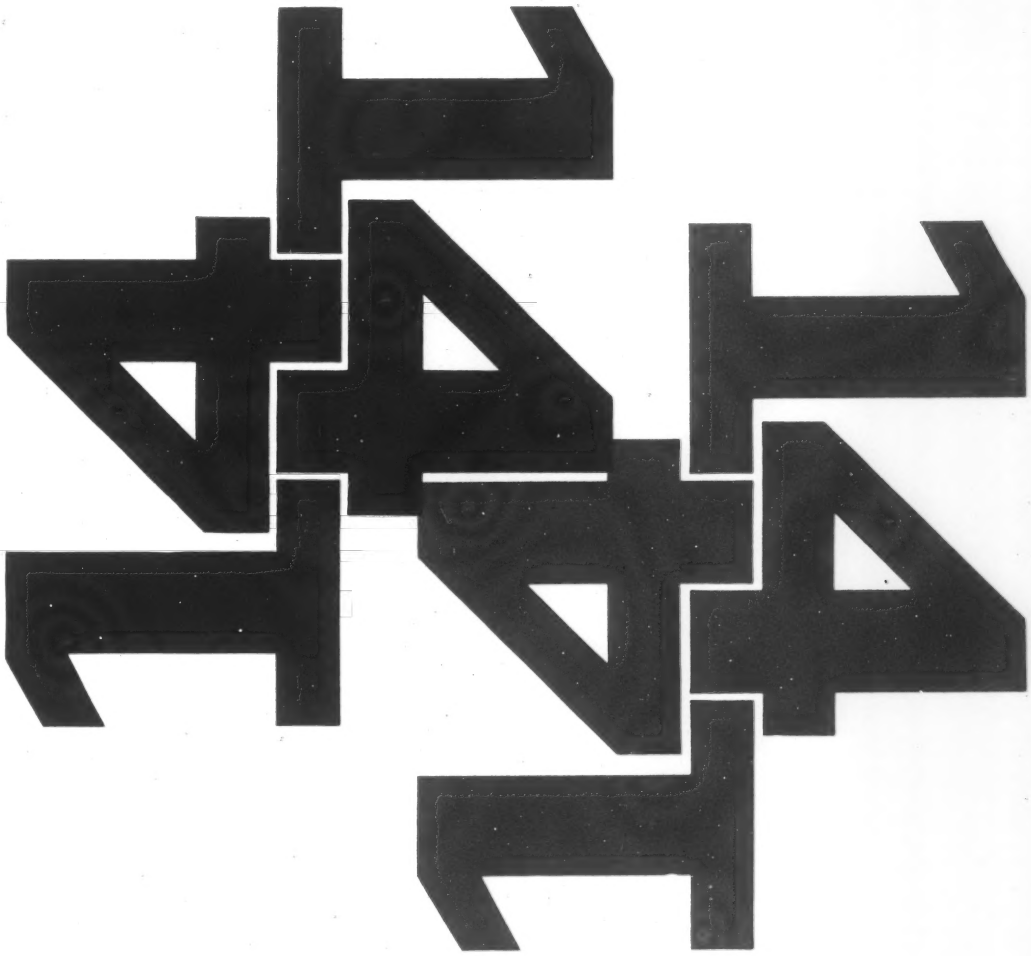
What part of the country do you come from?

	#	%
NORTHEAST	37	18.8
SOUTHEAST	55	27.9
NORTHWEST	28	14.2
SOUTHWEST	37	18.8
NORTH CENTRAL	23	11.7
SOUTH CENTRAL	16	8.1
CANADA	1	0.5
TOTAL	197	100.0

Question 4

What category of management and/or ownership do you represent and for which types of stations?

I. By Level of Management	#	%
TOP MANAGEMENT	134	68.0
DEPARTMENT HEAD	11	5.6
ENGINEERING	42	21.3



First for four ... in the 14th

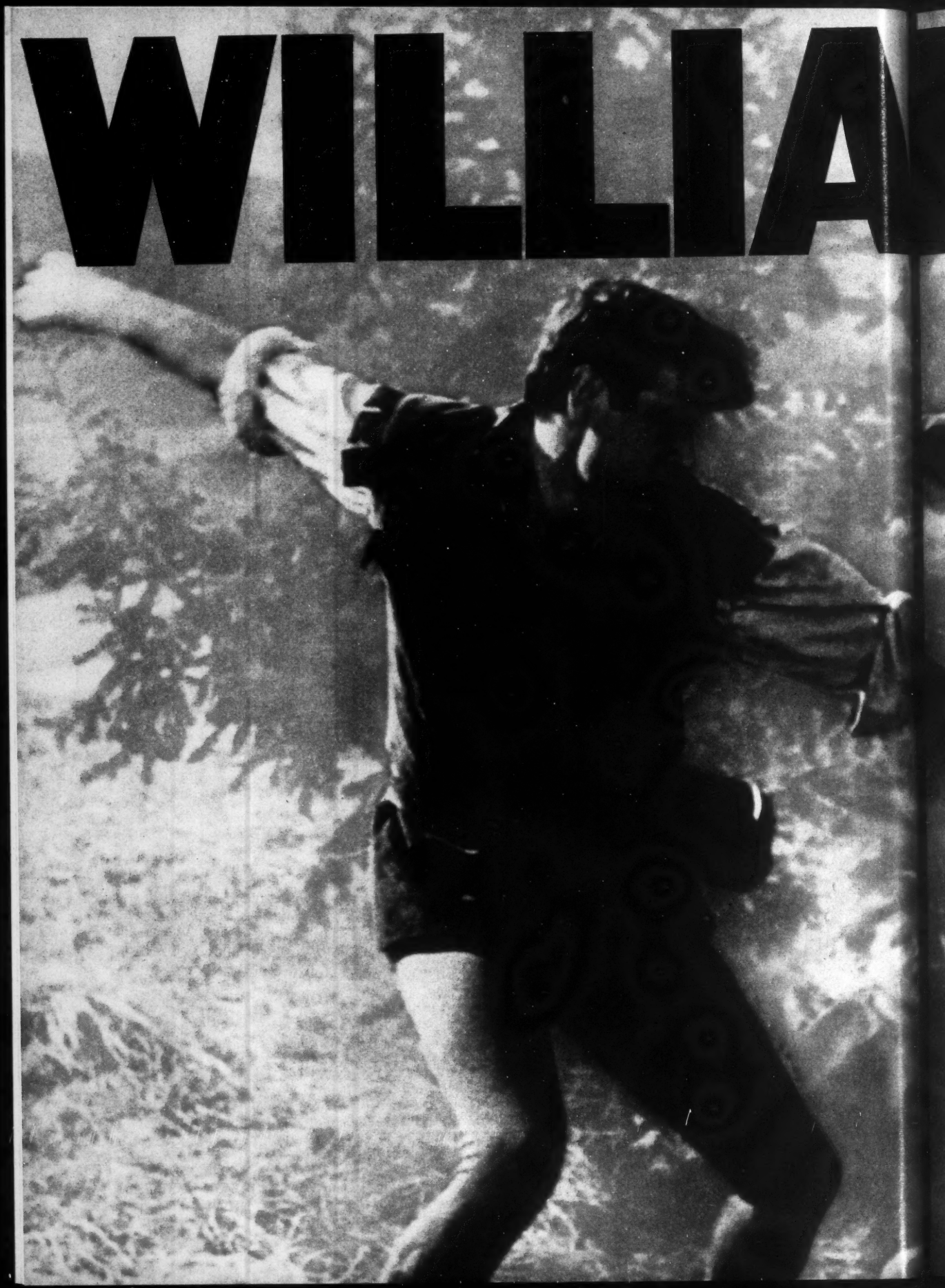
WISH-TV is first in the nation's 14th television market . . . as it has been *in every survey* for the last 4 years! This great station serves almost 2,500,000 people with over $4 billion in buying income. Represented by Bolling.

SOURCES: ARB, NIELSEN, TELEVISION MAGAZINE, SALES MANAGEMENT

WISH-TV INDIANAPOLIS

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis


WILLIA

PACKS THE BIG SELLING PUNCH! BEATS ALL COMPETITION IN THE HOTLY COMPETITIVE N.Y.C. SEVEN-STATION MARKET

Look at William Tell after only three weeks on the air in New York: Mar. 4 Arbitron shows the program catapulted into number 1 position in its time period with a resounding 8.6 rating, 25.9 audience share. This beats all other competition in this tough 5:00 to 5:30 time period. And William Tell does it all alone! As WPIX's first commerical program of the day, stepping off from a 1.8 public service show lead-in, William Tell increases the WPIX audience almost 500%.

That's how "William Tell's" all-family costume drama appeal works for TROPICANA ORANGE JUICE in New York. It works all around the country, too... punching up sales for such advertisers as MEADOW GOLD DAIRY, FISHER FOODS, LUCKY 7 STORES, GARDEN FRESH FOOD CHAIN in Pittsburgh, Cleveland, Houston, and Clarksburg, W. Va. More important, "The Adventures of William Tell" packs the same big punch for you! For complete details, phone, wire, write

NTA PROGRAM SALES, A DIVISION OF NATIONAL TELEFILM ASSOCIATES, INC., 10 COLUMBUS CIRCLE, NEW YORK 19, N. Y., JU 2-7300

NTA PROGRAM SALES

OTHER	10	5.1
TOTAL	197	100.0

II. By Type of Station

TV	111	56.3
AM	133	67.5
FM	56	28.4
TOTAL RESPONSES	300	
TOTAL RESPONDENTS	197	*

III. Management Level by Type of Station

a) Top Management or Ownership:

TV	85	54.5
AM	111	71.2
FM	41	26.3
TOTAL	156	*

b) Department Head By Type of Station

TV	5	41.6
AM	5	41.6
FM	2	16.8
TOTAL	12	100.0

c) Engineering By Type of Station

TV	16	69.6
AM	16	69.6
FM	10	43.5
TOTAL	23	*

Question 5

Why do you attend these conventions?

	#	%
EXCHANGE OF IDEAS WITH OTHERS	45	22.8
VISITS, CONTACTS, AND FELLOWSHIP WITH OLD FRIENDS AND ACQUAINTANCES	69	35.0
NEW IDEAS, INFORMATION, KNOWLEDGE GAINED FROM OTHERS AND MEETINGS	84	42.7
PART HOLIDAY AND VACATION AND PLEASURE	2	1.0
VISIT EXHIBITS, SEE NEW EQUIPMENT, NEW PRODUCTS	39	19.8
ATTEND NETWORK (AFFILIATES) MEETINGS	1	0.5
REGULAR HABIT AND TRADITION OF ATTENDING	3	1.5
SENT BY MANAGEMENT	2	1.0
MISCELLANEOUS	7	3.5
NO SPECIFIC REASON	10	5.1
TOTAL RESPONSES	262	*
TOTAL	197	

Question 6

Which sessions did you attend?

Monday, March 16	%**
LABOR RELATIONS	36.5
FM MEETING	26.4
KEYNOTE SPEECH (FORMAL OPENING)	54.3
LUNCHEON-PRESIDENT FELLOWS (MANAGEMENT)	57.3
RADIO MEETING-AFTERNOON (MANAGEMENT)	39.6
TV MEETING-AFTERNOON (MANAGEMENT)	22.8
Tuesday, March 17	
RADIO MEETING-MORNING (MANAGEMENT)	41.2
TV MEETING-MORNING (MANAGEMENT)	29.4
LUNCHEON-FCC CHAIRMAN DOERFER	58.9
Wednesday, March 18	
JOINT SESSION WITH FCC PANEL	44.2
LUNCHEON-LT. GEN. ARTHUR G. TRUDEAU	41.5
RADIO MANAGEMENT MEETING-(AFTERNOON)	17.2
TV MANAGEMENT MEETING-(AFTERNOON)	28.6

Question 7

Were these sessions of value to you?

	#	%
YES	155	78.7
NO	12	6.1
NO OPINION	30	15.2
TOTAL RESPONDENTS	197	100.0

Question 8

Which of the sessions you attended were the most valuable?

	#
LABOR CLINIC	55
JOINT SESSION FCC PANEL	41
RADIO ADVERTISING BUREAU	37
RADIO MANAGEMENT-PROGRAMMING TRENDS	27
FM MEETING	26
KEYNOTE SPEECH	19
PRESIDENT FELLOWS' LUNCHEON	18
TV MANAGEMENT-GOVERNMENT RELATIONS	15
TV MANAGEMENT-DISCUSSION OF TV SPECTRUM	12
TV MANAGEMENT-TV BUREAU OF ADVERTISING	12
RADIO MANAGEMENT-AUDIENCE RESEARCH	11
RADIO MANAGEMENT-RADIO CODE PRACTICES	8
TV MANAGEMENT-FILM & TAPE DEVELOPMENT	8
TV MANAGEMENT-TRENDS IN SALES & COSTS	7
TV MANAGEMENT-TV CODE DEVELOPMENTS	7
RADIO MANAGEMENT-STATION PROSPECTS IN 1970	4

Question 9

How do you feel about the size of the convention?

	#	%
TOO SMALL	6	3.0
TOO BIG	43	21.8
ABOUT RIGHT	143	72.6
NO OPINION	5	2.5
TOTAL RESPONDENTS	197	100.0

Question 10

How do you feel about the NAB Code for tv? Is it effective? Could it be improved?

Effectiveness	#	%
EFFECTIVE	68	34.5
NOT EFFECTIVE	58	29.5
NO OPINION	71	36.0
TOTAL RESPONDENTS	197	100.0
Possible Improvement		
CAN BE IMPROVED	83	42.2
CANNOT BE IMPROVED	61	30.9
NO OPINION	53	26.9
TOTAL RESPONDENTS	197	100.0

Question 11

Do you feel the NAB is an effective trade organization? Could it be improved?

Effectiveness	#	%
YES	173	87.8
NO	18	9.1
NO OPINION	6	3.1
TOTAL RESPONDENTS	197	100.0
Possibility of Improvement		
YES	120	61.0
NO	55	27.9
NO OPINION	22	11.1
TOTAL RESPONDENTS	197	100.0

Question 12

What do you think of the FCC? As a body are they a) doing a good job on allocations? b) subject to political pressures? c) influenced by private talks with applicants?

Allocations Job	#	%
DOING A GOOD JOB	106	58.8
NOT DOING A GOOD JOB	50	25.4
NO OPINION	41	20.8
TOTAL RESPONDENTS	197	100.0
Political Pressure		
SUBJECT TO PRESSURE	139	70.6
NOT SUBJECT TO PRESSURE	32	16.2
NO OPINION	26	13.2
TOTAL RESPONDENTS	197	100.0
Influence of Private Talks		
INFLUENCED BY PRIVATE TALKS	78	39.6
NOT INFLUENCED BY PRIVATE TALKS	71	35.0
NO OPINION	48	24.4
TOTAL RESPONDENTS	197	99.0

Question 13

Do you approve of the new NAB limit on convention participants to top management & ownership delegates? If no,

* **Total over 100% because of multiple responses.**

† Based on registration as of Sunday evening—culled from registration book issued Monday morning.

** *Important*-Percentage adjusted to correct for possibility of attendance by time interview was made.

– to the master silversmith each new assignment presents an exciting challenge . . . . to better his best! It is basic where "quality" is paramount. This very same exciting challenge is also what sets apart great radio and television stations . . . maintaining, always improving that "quality touch"!

WFAA
radio & television
dallas

BROADCAST SERVICES OF THE DALLAS MORNING NEWS ■ EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES

do you prefer the convention as it was before?

	#	%
YES	138	70.1
NO	46	23.3
NO OPINION	13	6.6
TOTAL RESPONDENTS	197	100.0

Prefer Previous Status

YES	38	82.6
NO	4	8.7
NO OPINION	4	8.7
TOTAL OPPOSED TO LIMITING CONVENTION	46	100.0

Question 14

This year the convention exhibits are limited to manufacturers of broadcast equipment, with program and service companies restricted to hospitality suites around the hotel instead of being bunched on a special floor. Do you approve?

	#	%
YES	118	59.9
NO	65	33.0
NO OPINION	14	7.1
TOTAL RESPONDENTS	197	100.0

Five more in ABC fold

ABC Radio last week signed three new affiliates, all effective April 27, the network announced. The stations are WLOW Norfolk-Portsmouth Va., WKAL Rome-Utica, N.Y., and WLST Escanaba, Mich.

The new trio follows two affiliates added the first of this month. These were KWJJ Portland, Ore., independent since its founding in 1925, and KLRA Little Rock, Ark., reaffiliating after one month's operation as an independent.

WLOW, owned by the James Broadcasting Corp., operates on 1400 kc with 250 w. Michael Henry is general manager. WKAL (Mid New York Broadcasting Corp.) is on 1450 kc, 250 w. Gordon Gray is president and Richard Gessner general manager. WLST (Lake Michigan Broadcasting Co.) operates with 1 kw on 600 kc. William C. Johnson is general manager and Jay Merrick is station manager.

KWJJ operates on 1080 kc, 10 kw. Rod F. Johnson is president and general manager. KLRA is on 1010 kc, 10 kw day and 5 kw night. Leonard Coe is president.

Headliner Club awards

WWDC Washington has been chosen as the station that most consistently presents outstanding radio editorials, in the National Headliner Club Award. Other winners in the radio and television categories:

CBS Radio and CBS-TV won top honors for their newscasts. WJJD Chicago and free lance photographer-newsman Dick Elliot won awards for their coverage of the December Chicago school fire. WPTR Albany, N.Y., won the local public service award. KOMO-AM-TV Seattle won for "extraordinary effort by a local station covering the Washington U. boat race crew in foreign competition." WTAE (TV) Pittsburgh and news director Herbe Morrison won the award for local tv newscasts.

Overseas newsmen cite 9 in radio-tv

Overseas Press Club of America Inc., New York, announced winners in 10 categories and made 15 citation awards at the club's 20th annual awards dinner March 28 at the Waldorf Astoria Hotel. A record 250 entries were submitted for the 1958 OPC awards by newspapers, radio and tv stations, magazines and book publishers, said William L. Laurence, chairman of the awards committee.

Award and citation winners in the broadcast field:

Best radio or tv reporting from abroad: Winston Burdett, CBS; citations to Joseph C. Harsch, NBC, and John Secondari, ABC.

Best photographic reporting (motion pictures) from abroad: Josef Oexle, NBC; citation to George Markham, CBS.

Best American radio or tv interpretation of foreign affairs: Chet Huntley, NBC; citations to Louis Lyons, WGBH-TV Boston, and Howard K. Smith, CBS.

The Robert Capa Award "for superlative photography requiring exceptional courage and enterprise abroad": Paul Bruck, CBS.

KTTV (TV) sales force

Expansion of KTTV (TV) Los Angeles' sales department, inauguration of a new service concept and creation of a new commercial operations manager post have been announced by John Vrba, KTTV vice president in charge of sales. Changes, he said, are aimed at providing advertisers with the most comprehensive sales information and servicing in television.

Account executives at KTTV are being given sales assistants to help them service clients, prepare availability lists, confirm orders and follow through on orders placed. These sales assistants are either college graduates who have majored in advertising and marketing or young men with business experience in these fields.

NETWORK GROSS UP
TvB reports January 5% ahead of last year

The three tv networks started off 1959 by ringing up more than $52 million in gross billing for January, a gain of 5% over that month's total in 1958.

ABC-TV increased its time billing the most—up 16.1%. CBS-TV was up 0.2% and NBC-TV 5.2%.

Broken into different times of the day, the nighttime slice decreased 2%, with daytime climbing a hefty 21.4%.

Complete data as issued by Television Bureau of Advertising last week based on compilations of Leading National Advertisers and Broadcast Advertisers Reports:

	January 1958	January 1959	Change
ABC-TV	$9,168,609	$10,647,078	+16.1%
CBS-TV	22,094,015	22,129,248	+ 0.2
NBC-TV	18,344,111	19,299,853	+ 5.2
	$49,606,735	$52,076,179	+ 5.0

Day Parts

	January 1958	January 1959	Change
Daytime	$15,090,338	$18,321,279	+21.4%
Mon.-Fri.	12,792,626	15,162,498	+18.5
Sat. & Sun.	2,297,712	3,158,781	+37.5
Nighttime	34,516,397	33,754,900	— 2.0
	$49,606,735	$52,076,179	+ 5.0

LNA-BAR: Gross time costs only.

U.S. Leasing Corp. eyes tv station market

"Need new equipment for your television station? You might be better off leasing it than buying it."

That's the sales pitch of the United States Leasing Corp., San Francisco (CLOSED CIRCUIT, March 9). The company is eyeing the television station market as a prime prospect for its business—buying equipment of all types to the client's specification and then leasing it under an arrangement extending over a specified period of years (with monthly, quarterly, semi-annual or annual payments).

The leasing of tv station equipment is virtually a pioneering effort. In fact, the leasing business itself has become big business only in the last five years, although leasing has existed for many years. U.S. Leasing, regarded as one of the top three or four companies of its kind, is only two years old in its present form; it is an amalgamation of four other leasing organizations. In 1952, the original U.S. Leasing Corp. had rentals receivables (the total amount due to the company on existing leases) of $263,000. At the close of 1958, Leasing's rentals receivables had jumped

kitchen cues and parlor patter

MEET THE Millers

MONDAY thru FRIDAY
1 to 1:30 pm on WBEN-TV

Western New York's hosts to over a million families

In the WBEN-TV coverage area, taking in well over a million television families, Bill and Mildred Miller are the authorities on better cooking, better serving, better entertaining and better living. Why? Because, since 1949 they have been doing this type of Mr. and Mrs. show better! Troupers, turned gentleman and woman turkey farmers, the Millers bring to their TV shows a warm professionalism, an inherent affability and the sophistication and background that their years of travel and experience have given them.

In this interesting atmosphere of entertainment and information they do a real selling job for their sponsors. And their sponsors read like a "who's who" of the package goods field.

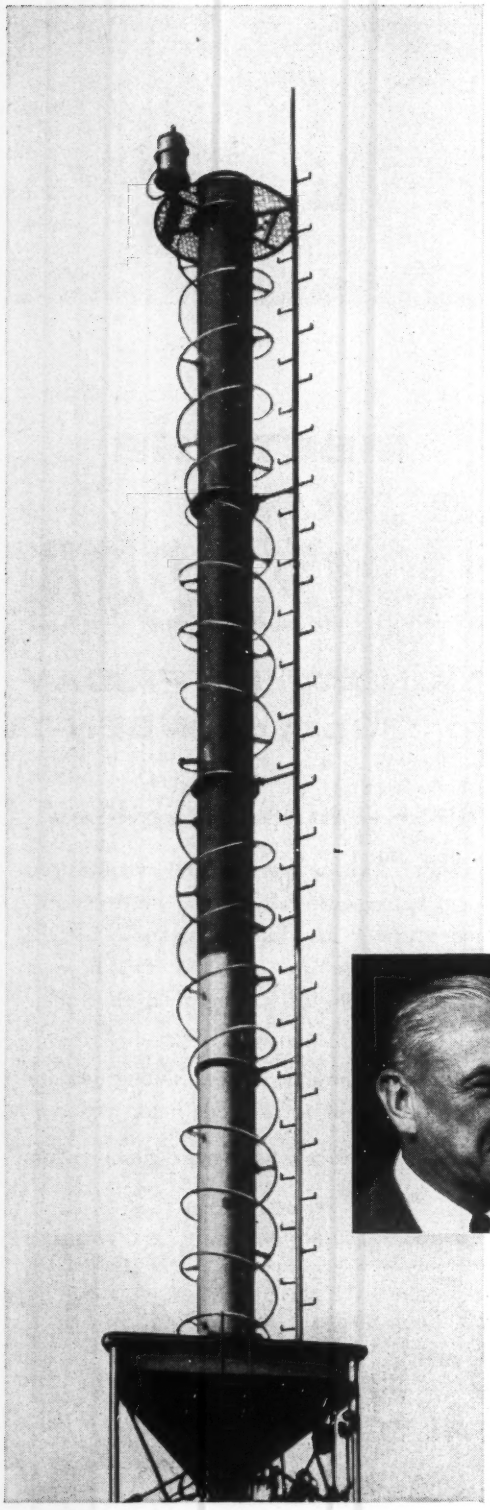
We suggest you MEET THE MILLERS and showcase your product where more homemakers see it and create a desire to buy it.

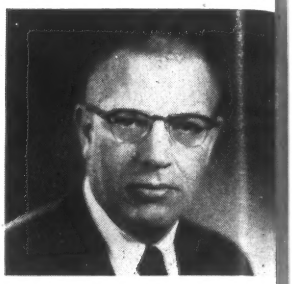
HARRINGTON, RIGHTER & PARSONS, our national representatives, will be happy to arrange the introduction.

WBEN-TV 4
CBS IN BUFFALO
The Buffalo Evening News Station Ch.

STATIONS PRAISE GENERAL E

"Saved cost"... "





WIIC, Ch. 11, Pittsburgh
"Our transmitter dumps 100 KW into the antenna . . . this input power is no problem for our VHF helical and our signal blankets the Tri-State Area right up to the base of our tower."

Robert Mortensen,
General Manager

WQED, Ch. 13, Pittsburgh
"Simple power division of our sectionalized VHF helical antenna puts our signal in close to our downtown antenna site . . . a G-E UHF helical antenna for our second educational channel (WQEX) rides piggyback atop the VHF helical — saving cost of another tower."

Edward Horstman,
Director of Engineering

WTEN, Ch. 10, Albany, N. Y.
"Charlie Heisler, our chief engineer, and I are delighted with the performance of the VHF helical. We went on air Dec. 1, 1957, and the only complaint I have heard to date is from the poor fellow who has to climb 1400 feet to change the beacon light."

Tom Murphy,
General Manager

WAST, Ch. 13, Albany, N. Y.
"Extensive field strength tests (and viewer mail) show that we're putting a good signal where we want it, and that we're meeting FCC requirements to a tee."

W. G. Riple, General Manager
Elmer Snow, Chief Engineer

WJMR-TV, New Orleans, La.
"We've been simulcasting on experimental station KK2XFW, Ch. 12, since September, 1957. Our VHF helical has performed perfectly, both directionally and non-directionally. We've had no pattern variations caused by weather, and no maintenance problems."

George Mayorall,
General Manager & Chief Engineer

ELECTRIC VHF HELICAL ANTENNA

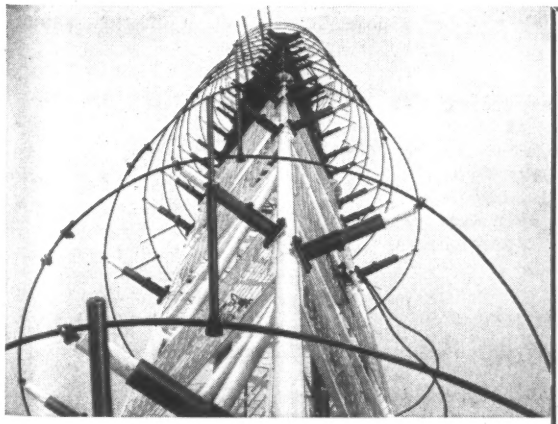
"Delighted"... "Good signal"... "No problems"

STRONGER, SIMPLER, GIVES BETTER RECEPTION IN DIFFICULT AREAS

90% Fewer Components, Easier to Maintain The helical antenna is simpler in design than any other type. Gain for gain, it has 90 percent fewer junctions, feed points and other connections. Transmission lines are *inside* the mast, completely protected from weather and shielded from the RF field. The helical antenna withstands winds up to 112 miles per hour, while its superior rigidity prevents pattern fluctuations. The radiating helix doubles as its own de-icer.

Greater gain, custom coverage General Electric helicals are available with power gains of up to 25. Horizontal field patterns can be directionalized by means of simple tuning stubs on the helix. Power division and phasing between sections provide desired null fill-in. Antenna experts at Electronics Park will work with your consultant for the best coverage patterns.

The helical antenna has been proved in use by TV stations in every section of the country. For further information, contact your nearest G-E Broadcast Equipment representative, or write Broadcasting Equipment, General Electric Company, Electronics Park, Syracuse, N. Y. In Canada: Canadian General Electric Co., Ltd., Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario. Outside the U. S. A. and Canada: International General Electric Co., Inc., 150 E. 42nd St., New York, N. Y.

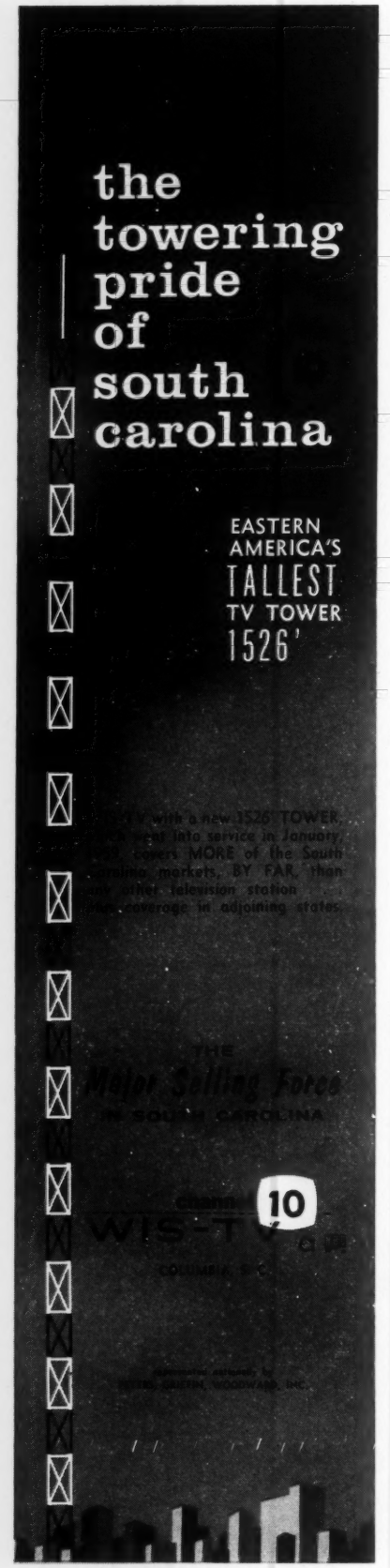


NEW—VHF LOW-CHANNEL WRAP AROUND HELICAL
All the advantages of standard helicals but utilizes tower structure as mast. Stations now using include WKTV, Ch. 2, Utica, N. Y., and KVIE, Ch. 6, Sacramento.

Outstanding Advantages of the G-E VHF Helical

- Fewer feed points and feed lines greatly reduce air leak and coupling problems.
- Another antenna can be "piggy-backed" on the helical, permitting two or more stations to use the same tower.
- Feed lines inside mast protected from weather and shielded from RF field.
- Helical can be readily sectionalized for emergency operation.
- Choice of self-diplexing dual-line feed or diplexed single-line feed.
- Has no separate heating elements for de-icing; using helix as own de-icer takes less power.
- No feed lines smaller than 3⅛" diameter — rugged, durable with high load capacity.
- Structurally rigid; resists shifting of feed lines, eliminates pattern fluctuations in winds.

GENERAL ELECTRIC


the towering pride of south carolina
EASTERN AMERICA'S TALLEST TV TOWER 1526'
THE Major Selling Force IN SOUTH CAROLINA
channel 10
WIS-TV
COLUMBIA, S. C.

to $29 million and is expected to rise to $41 million in 1959.

No Limitations • Eric H. Biddle, vice president and general manager of Leasing's New York office, told BROADCASTING: "We will lease anything. Just let us know what's wanted and we get it. Television station equipment is a new phase of the business for us—we think it will grow. . . ."

Mr. Biddle said he preferred not to disclose the identity of Leasing's several tv station clients. As a matter of public record, Mr. Biddle added, he appeared before the FCC a few weeks ago to explain details of a lease contract planned for Tampa Telecasting Inc., one of six applicants for a Florida vhf channel. If successful in securing the grant, Tampa Telecasting will receive approximately $350,000 worth of studio equipment on lease, payable back over five years at $7,000 per month. Equipment includes four Ampex video recorders (two in mobile units), one helicopter, three station wagons and various lighting apparatus.

Leasing equipment eventually will cost a company more in the long run than if it had bought the equipment in the first place. Mr. Biddle explained that rental charges will cover the purchase price, interest cost on the borrowed money (leasing organizations borrow substantially from lending institutions) and a service fee to the leasing organization. The term of the lease contract is closely related to the useful life of the equipment—usually about 75-80% of its useful life. The leasing organization stands to make more than 50% of its profits on re-sale of the leased item.

Why do companies lease equipment, rather than buy it, even though it costs them more in the long run? Mr. Biddle gives this explanation: Leasing is advantageous for many companies because it is often the only sound means of acquiring equipment without seriously depleting working capital; others figure their money could be invested more profitably elsewhere; some companies lease because they need their credit line for more pressing funds.

More stations ready for baseball season

Further plans for the 1959 baseball season are being finalized by broadcasters and major league clubs in preparation for this week's opener (BROADCASTING, March 16). Among further reports:

Pabst Brewing Co. through Young & Rubicam, Los Angeles, and American Tobacco through BBDO, New York, are sponsoring KTTV (TV) Los Angeles coverage of 11 games that the Los Angeles Dodgers will play with the San Francisco Giants in San Francisco. Pabst and American Tobacco will underwrite the Dodgers' full 1959 season on a network of which KMPC Los Angeles is the key station.

The Dodgers-KTTV arrangement this year is similar to that of 1958 except that last year the decision to permit the telecasting of the games with the Giants in San Francisco was not reached until after the season had begun and several such games had been played (BROADCASTING, May 5, 1958).

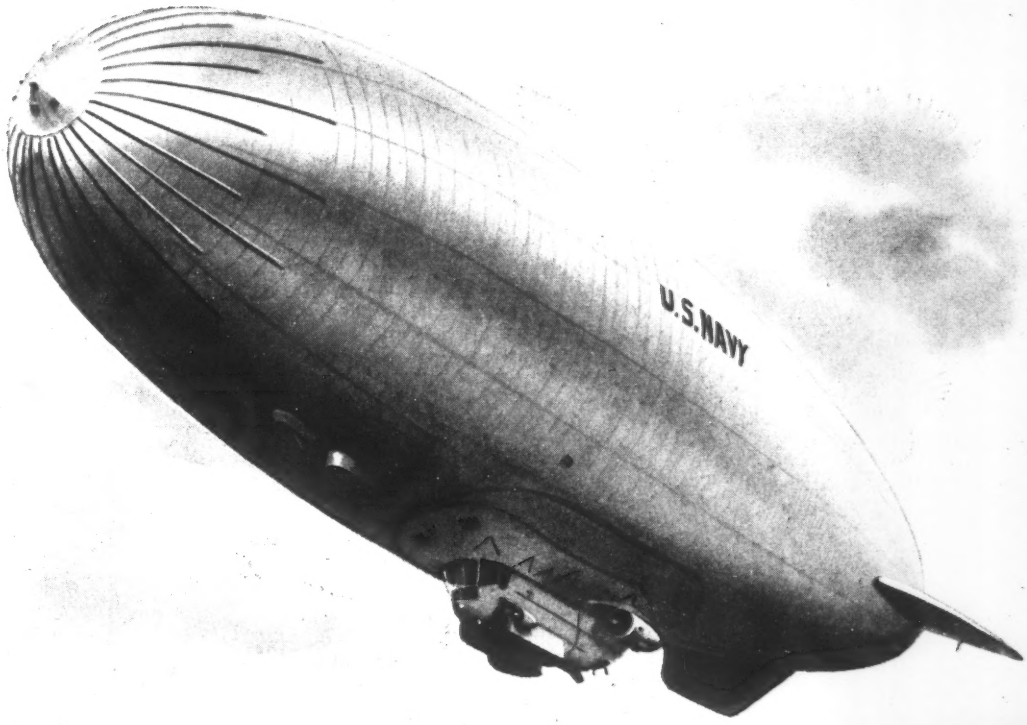
Detroit Tigers' games this season will be carried on a seven-city tv network sponsored by Goebel Brewing Co., Speedway Petroleum Corp., both Detroit, and Phillies cigars, Philadelphia. This is the 18th year that Goebel has underwritten the Tigers' broadcasts. Speedway has sponsored the games for six years. Stations lined up for the 40-game schedule: WJBK-TV Detroit; WSPD-TV Toledo, Ohio; WJIM-TV Lansing; WKZO-TV Kalamazoo; WWTV (TV) Cadillac; WPBN-TV Traverse City, and WJRT (TV) Flint, all Michigan. Games also will be broadcast on a radio network of some 40 stations, with the same sponsorship.

Falstaff Brewing Corp., St. Louis, Mo., is renewing sponsorship of half the KSFO San Francisco coverage of San Francisco Giants schedule. J.A. Folger & Co. (coffee), that city, and American Tobacco Co. (Tareyton cigarettes), split the remaining half. The Giants' games are to be carried by Golden West Network (KFBK Sacramento, KBEE Modesto, KMJ Fresno, KCRE Crescent City, KSYC Yreka, KCNO Alturas, KIBS Bishop, KHOE Truckee-Tahoe, all California, and KOH Reno, Nev.).

N.Y. access bills

The Radio-Newsreel-Television Working Press Assn. and the NAB Freedom of Information Committee have condemned the failure of the New York State Legislature to pass the Mitchell-Savarese bills, which would have permitted radio-tv news coverage of certain proceedings at which witnesses are appearing or may appear under subpoena. The legislative session ended March 25.

The bills would have amended section 52 of the state civil rights laws, which now prevents radio-tv coverage of such proceedings. The amendment would have left such coverage to the discretion of the presiding officer at hearings of the legislature, its committees or of temporary state commissions. The bills were still in committee when the session ended.



YOU MAY NEVER FLY A BLIMP*—

BUT... Your WKZO Radio Will UP Your Audience In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — MARCH 1958
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

The one sure way to get *highest* listenership in Kalamazoo-Battle Creek and Greater Western Michigan is to use WKZO Radio. Pulse rates WKZO Radio undisputed leader (6 A.M.—12 Midnight, Monday through Friday) in *360* quarter hours.

And that's not all—WKZO Radio's audience is 43% larger, *day and night*, than that of the next station.

Ask Avery-Knodel for avails!

**U.S. Navy blimp ZPG-2 made a record flight of 8 days, 8 hours, 4 minutes in May, 1955.*

AM - TV - FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

TALK, TALK, TALK
But musical spots click under new KLIQ policy

"Top 30" may become the new cry in radio broadcasting if KLIQ Portland, Ore., is successful in its all-news and no-music format which uses 30 different announcer voices for six days a week.

A 1 kw daytimer, KLIQ abandoned its former semi-good music policy March 18. Les Malloy and Stan Bryer, who bought the station March 1, had been planning an all-talk station for years.

There is no music on the independent outlet except for the musical commercials, which stand out like "sequoia trees on an Arizona desert," according to Station Manager Dick Calender.

There are four basic parts of the KLIQ all-news schedule:

• Four staff announcers (replacing three d.j.'s under the old regime) handle headlines, weather and miscellaneous information off the UPI radio and news wires.

• A "topic of the day" is discussed by station listeners via telephone for 25 minutes of every hour. The April 2 topic upon which listeners expounded: "What do you think of organized labor?"

• A staff of six reporter-announcers in San Francisco read items from some 15 national magazines (including *Time, McCall's, Cosmopolitan*) 2-10 days before publication under a special agreement paid for by KLIQ.

• BBC, London, jets to the station daily an hour tape of interviews by correspondents in England and Europe. These are aired in three-minute segments.

Owner Malloy has laid down a dictum that no one may talk longer than 3-5 minutes at a stretch. His scatter-talk approach has brought encouraging results, including 15 new accounts. Only five written complaints have been received from listeners.

KLIQ gives its announcers a day of rest on Sunday when it offers uninterrupted music except for headlines on the half-hour. Operations manager Allan C. Henry summarized the station's initial reaction: "We've found that people stick with us longer than we dared dream. And the people who do stick with us are the persons all alone who want someone to talk with. In a word, the results are fantastic."

RAB adds 53 members

Radio Advertising Bureau signed 53 stations into membership in March, the highest total for a single month in its history (CLOSED CIRCUIT, March 23). The previous monthly high was 32, set in May 1958.

In announcing this development today (April 6), Warren Boorom, RAB member service director, reported that bureau membership now stands at 938. The total includes stations, networks and representative firms. New RAB members include two stations operated by the Hearst Corp.—WBAL Baltimore and WISN Milwaukee and a group of five southern stations owned by R. E. Hook.

News in depth

"It's the details that count." So Walter C. Shaefer, general manager of WFRX West Frankfort, Ill., has abolished all five-minute newscasts and WFRX now presents three 30-minute newscasts daily, 7 a.m., 12 noon and 4 p.m. WFRX presents 10 minutes of world news, 10 minutes of local news and five minutes each of sports and weather. "The response has been overwhelming," Mr. Schaefer adds. "News is our number one program service."

ARB instant ratings shuttered in Chicago

American Research Bureau shut down its Arbitron instant-rating service for Chicago local tv programs last week before it officially started.

James W. Seiler, ARB director, said the Chicago service failed to get local station support because it showed nighttime ratings about 15% below those reported by another rating service. For some weeks prior to the April 1 scheduled start of commercial operations, the Chicago Arbitron installation had been in operation, with reports distributed free.

ARB's regular diary service will continue in Chicago. So will the Chicago portion of Arbitron's multi-city network report. The Chicago homes linked for the multi-city operation had been augmented by additional homes to make possible a separate Chicago local report. Cost of the additional facilities for the local report was estimated at less than $25,000.

Mr. Seiler said the abandoned local service was a "beautiful" one with a "perfect" sample and equipment operations. He said there was no question about the accuracy of the ratings. But, he said, another service was showing higher nighttime ratings and stations accordingly feared that use of the Arbitron reports might make it necessary for them to reduce their nighttime rates.

The Chicago local service needed about $8,000 a month to break even. Rate to the stations was to be about $1,500 a month, which, with four stations, would amount to $6,000. This was to be augmented by sales to agencies.

Abandonment of the Chicago local service will not affect other Arbitron operations, Mr. Seiler asserted.

ABC, MBS, Don Lee

ABC Radio reported last week that it is continuing negotiations with West Coast stations formerly affiliated with the Don Lee regional network, saying that 99% of those stations have agreed to continue carrying the Don Lee business under ABC auspices. However, none of those stations has entered into affiliation agreements with ABC itself.

BROADCASTING'S story March 30, which reported that 20 of the Don Lee stations would affiliate with ABC, was based on information which proved to be incorrect. Most of these stations have separate affiliation agreements with the Mutual Broadcasting System.

JOURNALISM ROLE
CBS-TV show surveys media responsibility

Is American journalism meeting its responsibilities?

A panel of news executives explored this question on CBS-TV's *The Great Challenge* series March 29 (3-4 p.m.) and produced varying answers. But the panel appeared to reach this conclusion: journalism is making an effort to live up to its responsibilities. However, there is opportunity for improvement. (An edited version of the program was presented March 31 on CBS Radio, 4:30-5 p.m.)

The program was the first of a two-part series scrutinizing U.S. journalism. The second was to be presented (yesterday) April 5 on tv and April 7 on radio and will center around this question: "Is the American public getting the information it needs?" The series is produced by the public affairs department of CBS News in cooperation with Sigma Delta Chi on the occasion of the journalism fraternity's 50th anniversary of its founding.

The panel examining the responsibilities of journalism consisted of Barbara Ward, author and formerly for-

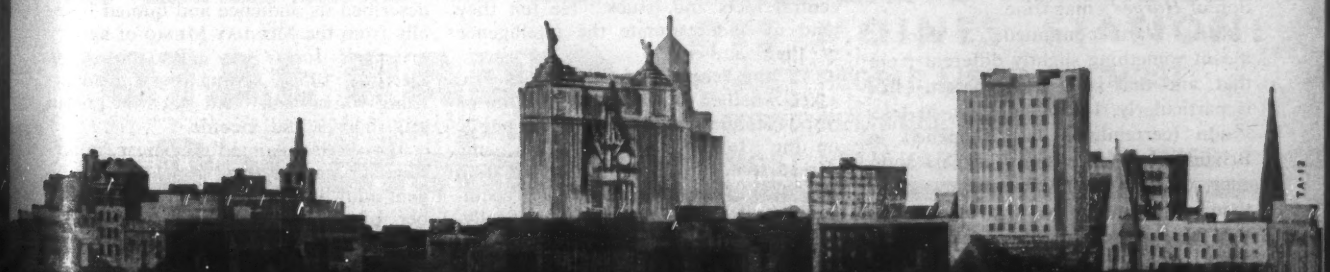
REPEAT ORDERS in the nation's 14th market, as anywhere else, are the best evidence of television's selling ability. WGR-TV, NBC in Buffalo, is proud that 25 national and 21 local advertisers, who have used the station continuously since it started in 1954, have renewed for 52 weeks of 1959.

These, and newer advertisers, will get even better sales results in 1959, as WGR-TV continues to provide better service for more viewers in the mighty and prosperous market known as the Niagara Frontier.

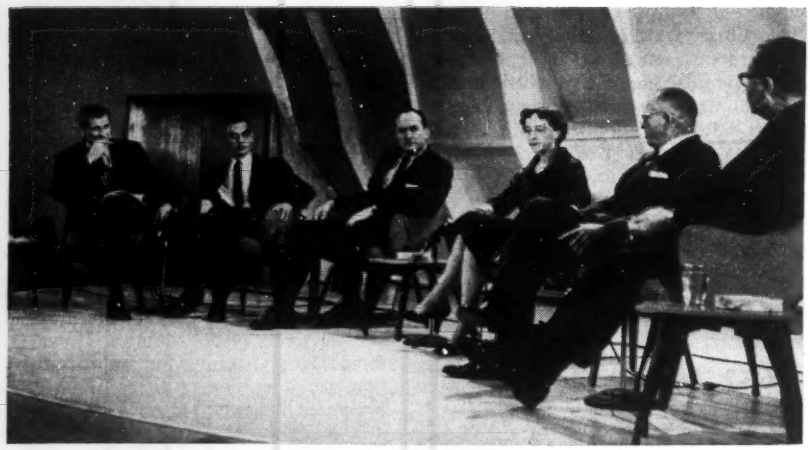
Two recent developments that emphasize WGR-TV's continuing leadership in Buffalo are the installation of the first videotape equipment in the area and the purchase of a new tower—300 feet taller—to further extend its coverage in Western New York.

For best results from America's most powerful selling medium, be sure to call Peters, Griffin, Woodward about availabilities in Buffalo.

NBC • CHANNEL 2 • BUFFALO



WROC-TV, Rochester, N.Y. • WSVA, WSVA-TV, Harrisonburg, Va. • WGR, WGR-TV, Buffalo • WNEP-TV, Scranton-Wilkes-Barre



The panel (l to r): Sevareid, Fischer, Mickelson, Ward, Pulliam, Wiggins

eign affairs editor of *The Economist*, a London weekly; John Fischer, editor-in-chief of *Harper's* magazine; Eugene C. Pulliam, publisher of newspapers in Indiana and Arizona and president of WIRE Indianapolis and WOAV Vincennes, Ind.; J. Russell Wiggins, vice president and executive editor of the *Washington Post and Times Herald*, and Sig Mickelson, vice president of CBS Inc. and general manager of CBS News. Eric Sevareid of CBS News was moderator.

The panel participated in a spirited discussion of the "equal time" issue of political parties. Except for Miss Ward, the panel agreed that it was not the prerogative of the government—but of the individual station or network—to decide how much time to give particular candidates with the criterion being the newsworthiness of the candidates.

Miss Ward indicated that as the media of mass communications become larger and start to rely more and more upon advertising, they tend to present news or programming that will appeal to large masses and to minimize significant news developments, such as the Berlin crisis.

Mr. Mickelson disagreed. He contended that the communication media needed "bigness" to provide the tools and the mechanical devices to accumulate information, sort it out, analyze it and make it understandable to the general public. He claimed there was also room for "smallness," citing the function of *Harper's* magazine.

Miss Ward continued: "I think I meant something slightly different from that, and that is, if the program—this is particularly, I imagine, true, in television (certainly it has happened in Britain)—has to get out to a mass audience, don't you find that the programs themselves have to be, say, of a nature that has greater emphasis on westerns and fun and *I Love Lucy*? This sort of program will inevitably shut out the serious program on the crisis of Berlin and this is one of the elements of our program."

Mr. Mickelson reported that the information media have been covering the Berlin crisis "moderately well," despite the presence of entertainment elements on the air and in the newspapers.

Mr. Pulliam defended large circulation newspapers, claiming the more readers a paper has, the better the opportunity "to focus people's attention if you really have a sense of responsibility." He said that in the past 10 years, the *Indianapolis Star and News* has increased its readers' interest in foreign news.

Mr. Wiggins observed: "I think on the fundamental point that quality and quantity of readership are incompatible, that is not so . . . as the level of education steadily increases, I believe it's possible to have a mass audience and still to have the media, whether it be on the air or in print, one with a rather high quality of content and I think the gulf or abyss between the lady and the lady's maid is nowhere near as great as we often imagine and the range of interest is a lot more universal and more uniform than we might imagine. So you can do both."

Mr. Fischer at one point expressed the view that journalists are doing an inadequate job, failing to focus "on central facts and issues." He felt they tend to underestimate the intelligence of their audience.

At the conclusion, Mr. Sevareid asked whether journalism is meeting its responsibilities in informing the public on the "fallout" problem. The panel agreed that providing this information would be extremely difficult and recommended that a corps of scientifically-trained journalists be developed.

Network unions study closer cooperation

Seven labor unions with network contracts held a closed-door meeting in New York last Thursday (April 2) to discuss the possibility of stronger inter-union cooperation in future industry negotiations.

None of the union officials in attendance would comment later on developments at the session. Representatives at the meeting were from the American Federation of Television & Radio Artists, the American Federation of Musicians, the International Alliance of Theatrical Stage Employes, the International Brotherhood of Electrical Workers, the Radio & Television Directors Guild and the Writers Guild of America.

The meeting was arranged by the National Assn. of Broadcast Employes & Technicians, which holds contracts for technical staffers at both NBC and ABC. G. Tyler Byrne, NABET international executive vice president, said it was the first such gathering of broadcast unions. He pointed out, before the session, that networks cooperated closely during labor negotions but there was no such unity among the unions. He stressed that the session was not called because of any specific dispute now under consideration.

It was reported that some labor organizations, particularly those representing the technical crafts, fear possible displacement of employes because of the increased use of video-tape, leading to stockpiling of programs, and to plans by networks to produce more programs abroad via tape.

FCB told fm is for 'the thinking ad man'

Fm broadcasting was called "a thinking ad man's medium" Thursday (April 2) in a presentation made to media personnel of Foote, Cone and Belding, Los Angeles, by Fm Broadcasters of Southern California. Jack Kiefer, KMLA (FM) Los Angeles, president of the association, described the luncheon session as the first industrywide presentation of fm broadcasting ever made to an agency.

The presentation traced fm's history, described its audience and quoted liberally from the MONDAY MEMO of agency principal Joe Gans (BROADCASTING, Dec. 15, 1958), stating that fm advertising works, and cited statistics on fm sets, homes and income.

It was also claimed that most fm stations strengthen their appeal to intelligent adult listeners by limiting the number of commercials and by banning shouted sales pitches.

76.2% of Des Moines Listened to Radio

Iowa's blizzard of March 5 and 6, worst in the past decade, left 20,000 cars stranded in Iowa's largest city. Preference of radio service can best be measured when the demand for information is unusually high. More Des Moines people chosen at random in an impartial survey of 500 telephone calls made March 6 said they listened for the greatest part of the storm to KRNT TOTAL RADIO for information than all other stations combined!

and more Listened to KRNT Radio than all other stations combined!

During and following a traffic-crippling snowstorm in Iowa last month (March 5th), public demand for information about impassable roads . . . concern for whereabouts and welfare of relatives was critical!

Fortunately, most people in this area have learned from past experience that KRNT always provides service to fill these personal needs. They knew that KRNT would help, and a thousand business executives, school principals and individuals used KRNT'S aired-telephone interview service with the familiarity of daily routine.

The fact that KRNT is the preferred source of help and information in times of emergency stands as proof of KRNT's image of dependability in the minds of people in Central Iowa. Obviously, KRNT has earned this recognition with long-standing excellence in public service . . . reliability that is vital in all selling! KRNT advertisers know this. They used twice as much KRNT Radio in February of 1959 as in the same period a year ago. It's no wonder that most people listen to, believe in, and depend upon the COMPLETE radio station in Des Moines, KRNT TOTAL RADIO!

KRNT
TOTAL RADIO in Des Moines

According to another recent survey (when there was no emergency) . . . a depth study by Central Surveys, Inc.,

KRNT RATED AS THE TOP DES MOINES STATION:

- MOST PEOPLE LISTEN TO MOST
- MOST RELIABLE NEWS
- MOST BELIEVABLE PERSONALITIES

Represented Nationally by **THE KATZ AGENCY**

AB-PT GROSS: $245 MILLION

Goldenson reports 'significant gains' for ABC Broadcast Div. to stockholders

Record gross income of $244,821,000 was set by American Broadcasting-Paramount Theatres Inc. in 1958, Leonard H. Goldenson, AB-PT president, announced last week.

In the annual report to stockholders, Mr. Goldenson stated that the ABC Broadcasting Div. showed improvement in income and earnings in 1958, with ABC-TV "making the most significant gains in audience and billing in the industry." Other highlights of the report: "profitable improvement" was made by the five owned tv stations; ABC radio network operation was streamlined in 1958; the theatre division's profits were about equal to those of 1958.

Gross income for 1958 compared with $215,877,000 in 1957. Consolidated earnings after taxes in 1958 rose to $6,116,000, or $1.40 per share, from $4,894,000, or $1.10 per share, in 1957.

ABC's Record Income • Mr. Goldenson reported that the ABC operating income in 1958 reached a record high of $136,967,000, as against $109,393,000 in 1958.

The ABC Radio loss, he continued, is being kept to a minimum by "streamlining the operation and yet providing the public, our affiliates and advertisers with a well balanced programming structure."

The net worth of AB-PT in 1958 was placed at $85,146,000, equal to $18.97 per share, as against $83,718,000, equal to $18.62 per share, in 1957.

At the year's end, AB-PT had 511 operating theatres as against 537 in 1957; ABC-TV had 228 affiliates, compared with 216 in 1957 and ABC Radio had 330 affiliates, as against 229 in 1957.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WEAR-TV Pensacola, Fla.: Sold to Rollins Telecasting Inc. (O. Wayne Rollins) by Charles W. Smith, Mel Wheeler, and others for $1.5 million. Mr. Wheeler, who owns WJDM (TV) Panama City, Fla., will remain with the station as general manager under the new ownership. The sale was handled by Blackburn & Co.

Other Rollins stations include WNJR Newark, N.J., WBEE Harvey, Ill., KATZ St. Louis, Mo., WRAP Norfolk, Va., WGEE Indianapolis, Ind., WAMS Wilmington and WJWL Georgetown, both Delaware, and WPTZ (TV) Plattsburgh, N.Y. Rollins has applied for Wilmington ch. 12 (BROADCASTING, Feb. 23).

• KRKD-AM-FM Los Angeles, Calif.: Sold to Communications Corp. of California for $1.2 million by Continental Telecasting Corp. (Frank Oxarart, Jack Feldman and Albert Zugsmith).

Continental, in addition to KRKD, owns extensive real estate for which oil drilling is in negotiation, and has other radio-tv applications before the FCC. CCC is owned by a syndicate headed by Bob Yeakel, Paul Anka (singer), Bob Fox (KRKD sales manager), Albert Marks, Syd Sundheim, E.L. Brooks (KRKD account executive), Dawkins Espy (broadcasting consulting engineer), Robert Smith (MGM writer-producer), Irvin Feld (Mr. Anka's manager), and Messrs. Oxarart, Feldman and Zugsmith. KRKD general manager Feldman, who has signed a five-year contract with the station, announced that no changes in personnel or operating policies are contemplated.

KRKD is on 1150 kc with 5 kw, day, 1 kw, night. KRKD-FM is on 96.3 mc with 54 kw.

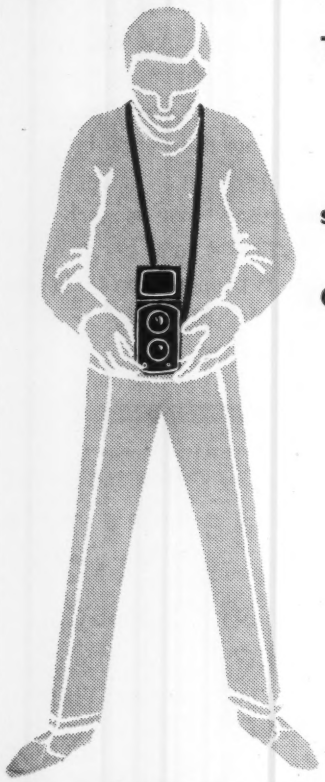
• WAGA-AM-FM Atlanta, Ga.: Sold by the Storer Broadcasting Co. to Plough Inc. for over $800,000. Storer is selling WAGA-AM-FM, it was announced, to obtain FCC approval for the purchase of KPOP Los Angeles (AT DEADLINE, March 30) on the maximum ownership question. Plough Inc. stated that it intends to retain the present management and other personnel of WAGA.

Other Plough stations are WMPS Memphis, Tenn., WJJD Chicago, Ill., WCAO Baltimore, Md., and WCOP Boston, Mass. Multiple owning Storer Broadcasting is to retain WAGA-TV in its present quarters, while WAGA-AM-FM moves under its new management. The sale was handled by R.C. Crisler & Co.

WAGA is on 590 kc with 5 kw, directional antenna night, and is affiliated with CBS. WAGA-FM is on 103.3 mc with 36 kw.

• WEDR Birmingham, Ala.; Sold to Vincent A. Sheehy Jr. (majority owner)

Let's look at the picture



Take a candid view of your radio or television station purchase, sale or negotiation. You'll find that the picture is clearer—sharper—and better when you deal through Blackburn and Company.

Blackburn & Company

NEGOTIATIONS
FINANCING
APPRAISALS

EAST
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

SOUTH
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-6460

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

and James Bonfils, one time general manager of WTTG (TV) Washington, D.C., by Edwin H. Estes for $225,000. The sale was handled by Blackburn & Co. WEDR is on 1220 kc with 1 kw, day.

• KGHI Little Rock, Ark.: Sold to Michael Heller and Eugene M. Kramer (each 50%) by multiple owner Harold King (who also sold WTTT Jacksonville, Fla., see below) for $125,000. The sale was handled by Blackburn & Co. KGHI is on 1250 kc with 1 kw, day, and is affiliated with MBS.

• WTTT Arlington, Fla.: Sold to Ted and Janet Weber by multiple owner Harold King (who also sold KGHI Little Rock, see above) for $125,000. Ted Weber is a former sales manager of WGN-TV Chicago and Jane Weber is an account executive with Walter Schwimmer, radio-tv producer. The sale was handled by Blackburn & Co. WTTT is on 1220 kc with 250 w, day.

• KTUR Turlock, Calif.: Sold to Danny Landau and others by A.R. McMillen and others for $115,000. Mr. Landau is in advertising and is a broadcasting personality. The sale was handled by Allen Kander & Co. KTUR is on 1390 kc with 1 kw, directional antenna night.

• WALY Herkimer, N.Y.: Sold to Richard Thorman and George A. Baker (former program director of WRC-TV Washington, D.C.) by Louis Adelman (WLLY Richmond) and D.C. attorneys Norman E. Jorgensen and Seymour Krieger for $75,000. The sale was handled by Blackburn & Co. WALY is on 1420 kc with 1 kw, day.

APPROVED • *The following transfers of station interests were approved by the FCC last week (also see* FOR THE RECORD, *page 101):*

• KDDD Dumas, Tex.: Sold to Dumas Broadcasters Inc. (Kenneth E. and Eleanor M. Duke and Alfred A. Tremble) by Lucian W. Spencer and others for $100,835. KDDD is on 800 kc with 250 w, day.

• WDSR Lake City, Fla.: Sold to WDSR Inc. (Charles B. Britt, president, and other stockholders own WIRY Plattsburgh, N.Y., and WJBS De Land, Fla.) by Deep South Radioways for $95,000. WDSR is on 1340 kc with 250 w and is affiliated with MBS.

Wometco registers stock sale with SEC

Wometco Enterprises Inc. (families of Mitchell Wolfson and Sidney Meyer) have filed a registration statement with the Securities & Exchange Commission proposing to sell 325,000 shares of its

Doing the job by going places

In this jet age, where you are has no relation to where you can be in a few hours.

That's why we have built up personnel on the east and west coasts to reach almost any city in the country within a business day.

Our staff comprises a highly experienced service team in the broadcasting field. We criss-cross the continent day and night to contact clients.

We know what's going on, and we discover new things every day. It isn't done by occupying offices.

It's done by traveling in planes, trains and automobiles to see you—when and where you want to discuss buying or selling a TV-Radio property.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Important Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
WEST COAST	**915 North Commerce St., Stockton, Calif. HOward 5-7367**	

outstanding Class A common stock.

Official name of the firm, which owns WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N.C., and 20% of WFGA-TV Jacksonville, Fla., now is Wolfson-Meyer Theatre Enterprises Inc. It is to be changed to Wometco.

Under the plan filed with the SEC, the Meyer family is selling the 290,000 Class A shares it owns to the public through Leo Higginson Corp., underwriter. The Meyer family will retain 82,000 shares of Class B common (10% of Wometco).

Mitchell Wolfson and his family propose to sell 35,000 Class A shares to officers and employes of Wometco. The family group will retain 35,000 Class A shares (9.6% of the total outstanding) and the 458,000 Class B shares it now owns. Mr. Wolfson, individually, will retain 5,481 Class A shares (one-half of what he now owns) and 70,468 Class B shares.

Wolfsons to Control • After the sale is completed, the Wolfson family will hold 55% of Wometco, the Meyer's 10%, and the public 35% (CLOSED CIRCUIT, March 9). Wometco is authorized to issue 3 million shares, of which 540,000 Class B shares and 360,000 Class A shares are outstanding. The stock to be sold has a par value of $1 per share. The estimated offering price is $12.50, with approximately $4 million to be realized from the sale.

After the current stock sale is completed, Wometco shares will be offered over-the-counter.

Sidney Meyer will retire from active participation in Wometco but will remain as honorary board chairman and director. In addition to the broadcast properties, Wometco also owns 22 theatres in Florida and a chain of coin-operated vending machines.

As an adjunct of the stock sale, the FCC last week granted transfer of control of Wometco to the Wolfson family. The company formerly was equally owned by the Wolfson and Meyer families.

10-year trend

The operation of ch. 4 WTVJ (TV) Miami has proved a profitable investment for Wometco Enterprises over the past 10 years. The following WTVJ financial figures were included in a Wometco registration of a public stock offering filed last week with the Securities & Exchange Commission:

	Broadcast Income	Broadcast Expenses
1949	$ 130,949	$ 222,078
1950	551,244	463,153
1951	1,184,814	911,725
1952	1,787,191	1,407,931
1953	2,491,322	1,921,830
1954	3,358,519	1,973,770
1955	3,142,745	1,632,932
1956	4,334,556	2,773,542
1957	4,297,396	3,088,223
1958*	4,476,297	3,432,106

* Includes three-months operation of WLOS-AM-FM-TV Asheville, N. C.

WTVJ was the only tv station in Miami until July 1956 and was the only station owned by Wometco until its purchase of WLOS-TV last September. WTVJ's gross revenue for 1958 was $4,328,490, with 13% coming from NBC-TV affiliation, 47% from national advertisers and 31% from local business. WLOS-TV grossed $547,063 in 1958 (22% from ABC-TV, 47% national and 31% local). Wometco said that the WLOS stations are not making money and that the am-fm revenue is "not significant."

CBS INC. OUTLOOK
Security analysts hear bullish report

A bullish report on the outlook for CBS Inc. and its various operating divisions was submitted by President Frank Stanton last week to the New York Society of Security Analysts.

His speech at the Monday (March 30) luncheon of the society followed the broad pattern of the company's recently released annual report for 1958 (BROADCASTING, March 30) and also ranged across other areas. Highlights of the speech and a subsequent question-and-answer session included:

• CBS invested $53.1 million in television "before we began to make a profit from it."

• The company's tv film sales activities abroad are "only beginning. There are roughly as many television stations in the free world outside the U.S. as there are at home—500 stations ranging from Hamburg to Hong Kong—and they need what we can give them." In addition, the CBS-TV Stations Div., in association with local partners, is building a studio plant and transmitter in Buenos Aires.

• Of CBS Radio's new Program Consolidation Plan: "We believe this new plan gives us a justified hope that we will be able to plug [the] drain on [network radio] profits." Though the plan has been in operation only three months, network audiences are up 29%.

• He displayed a "mesa transistor" not much larger than a speck of dust. Although "barely visible to the naked eye," it "will amplify or switch electronic signals so efficiently that it is opening new fields in electronics." It has military and industrial applications—but limited at present by cost ($45 each)—and may or may not have "entertainment applications."

• Program plans of the CBS News Div. include "a project to deal with the whole question of money management for the general audience—a program that will attempt to provide information on investments, budgeting and related matters."

• There is "every reason to believe" that television sets, now numbering 47 million—"could exceed 100 million units in the not too distant future." And "there are definite signs . . . that developments already in the laboratory appear to produce increased efficiency in television receivers that could double the range of reception."

• He isn't worried that CBS-TV's market share is declining. "It is inevitable that in times of high demand the more the gap will close between the leader and the followers. This is fine; we want to be the leaders of a healthy industry, not of an ailing industry."

• If FCC abolishes option time, this "would create serious problems for the public, the stations, the national advertisers and the networks." CBS also intends to fight the proposal to bar network organizations from spot representation.

• Most entertainment tv programming has moved or will move to Hollywood for origination, Dr. Stanton felt. He recalled that this happened in radio. He did think some entertainment shows would always be done in New York because the talent would not want to move to the West Coast.

• Television is not pricing itself out of the market. As long as cost-per-thousand remains steady or goes down, there is no danger.

CBS Radio's Hayes urges 'free' medium

The importance of recognizing "the role of free broadcasting in our society" and of safeguarding its "freedom from the narrow interests of special groups and from ill-considered legislation" was stressed last week by Arthur Hull Hayes, president of CBS Radio.

He addressed the Downtown Assn. of San Francisco and the San Francisco Advertising Club last Wednesday (April 3). Coincidentally, CBS-owned KCBS San Francisco was honored on its "50th anniversary," based on recently published claims that its predecessor, KQW, was started in 1909 by Charles David Herrold, founder of the radio school (BROADCASTING, Feb. 16).

Mr. Hayes said Mr. Herrold's "unique contribution" was the concept "that radio could talk to all people." In recognizing and demonstrating this function

NEW

RCA 500- AND 1000-WATT AM TRANSMITTERS pace the latest trends!

New BTA-500R/1R 500- and 1000-watt transmitters in a choice of colors: red, blue, green, and dark umber gray.

The design philosophy behind these new broadcast transmitters is based on years of experience in developing the most reliable of broadcast transmitters, but the features are radically new. Simplified tuning, reduced installation time, and built-in provision for remote control are some of the improvements. Also included in the design are provisions for remote Conelrad switching.

NO NEUTRALIZATION REQUIRED

Tetrodes throughout simplify the tuning.

BUILT-IN PROVISION FOR REMOTE CONTROL

Terminal strips are provided in the transmitter for connection of a remote-control unit.

BI-LEVEL MODULATION

The very low order of distortion results in improved soundability.

FEWER TUBES

Smaller tube inventory means reduced cost of operation.

ACCESSIBILITY

Vertical construction permits easy access for maintenance.

SIMPLIFIED TUNING

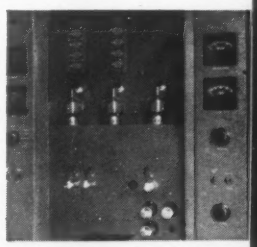
Only one tuning control—on the front panel. All operating controls are conveniently located on front, at both sides of door.

FUNCTIONAL COLOR STYLING

Fits into any surroundings through choice of color for doors—blue, green, red or gray.

EASE OF ACCESS

All tubes can be reached from the front by merely opening the door. Access to the rear is provided through two interlocked panels behind the transmitter. These panels are easily removed with thumbscrew fasteners. Typical RCA vertical construction permits easy access and maintenance. Removable base makes the transmitter easy to move.



NEW OSCILLATOR

Three switchable temperature controlled crystal units, a spare on th main frequency, plus one for automatic Conelrad switching are incor porated in the new crystal oscillator of both transmitters. Six thumb screws hold the etched oscillator-buffer circuit board to the excite subassembly. All oscillator and buffer connections are made through plug type terminal strip. Frequency stability is ±5 cycles for the ne RCA crystal units.

SIMPLIFIED POWER INCREASE

The exciter unit is the nucleus of the basic transmitter; all low-leve rf and audio stages are built into a single unit used in both 500- an 1000-watt transmitters. Thus, power increase is made easier.

For further information about these and other transmitters, call the nearest RCA Broadcast Representative. In Canada call: RCA VICTOR Company Limited, Montreal

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

of radio, Mr. Hayes said, "he contributed to a phenomenon which has helped maintain our political and economic security."

BBDO's Tiss warns of hidden toll in pay tv

If toll tv ever materializes, "there are many palms that may have to be greased along the way," with costs probably passed on to set owners, Wayne Tiss, vice president in charge of BBDO's Chicago office, asserted last week.

Addressing the Chicago alumni chapter of Alpha Delta Sigma, national advertising fraternity, at a dinner meeting Tuesday evening, Mr. Tiss felt it conceivable that, free of FCC control, "not only cities but everyone from big development planners down to tract contractors might demand, and get, a percentage of pay tv's take in return for granting their own 'franchises' in developments, tracts, apartment houses and hotels."

On the other hand, he commented, with FCC now prepared to accept applications for subscription television tests, "there may be some results that will show the public is ready to accept some sort of plan." Yet, with the bulk of social, legal, technical and economy "problems" involved, he added, the whole concept of pay tv may be "tied up for years."

Mr. Tiss quoted the belief of "most experts" that California is "the most likely spot" for a tryout if the Commission proceeds with pay tv tests. He claimed it would probably have to cover a broader segment of population than the Zenith Chicago test in 1951, or that of Telemeter in Palm Springs, (Calif.) and Video Independent Theatres in Bartlesville (Okla.) in recent years.

The BBDO executive also said that "with the exception of first-run movies, there's precious little in the 'golden era' prospectus that we don't get now," under free tv. He added:

"I have a horrible vision of some disenchanted pay-tv booster summing it all up in a column written three or four years hence: 'Alas, the programming we're getting now is just like the programming we were getting back in 1959. There's just one difference: Now it can be tolled.' "

• Media reports

• The National Educational Television & Radio Center, Ann Arbor, Mich., has received a $5 million grant from the Ford Foundation, the center's President John F. White announces. The grant, beginning next year, will go toward five years of operating expenses.

• WHYN-TV Springfield - Holyoke, Mass., has become a primary ABC-TV affiliate. Licensee of the ch. 40 outlet is Hampden-Hampshire Corp. of Springfield.

• H-R Representatives Inc. and H-R Television Inc., which for years have run campaigns on the "working partners" theme, this month begin emphasizing the additionl theme of values and advantages of spot advertising. The campaign is all part of H-R's new and concerted effort to "promote the spot medium," or as Frank Pellegrin, vice president of the firm, noted last week: competition for the ad dollar is "fierce" —print media are stepping up attacks on broadcast advertising and "spot broadcasting needs all the promotional support it can get."

• Four formerly independent radio stations have been signed for affiliation with Mutual, and 13 additional stations have applied for affiliations within the past six weeks, MBS announced Thursday (April 2). With two of the four already programming MBS—KMRC Morgan City, La., and WELY Ely, Minn.—network service was to start yesterday (April 5) to WCBC Anderson, Ind., and April 9 for KSIG Crowley, La. KMRC began airing Mutual programs on March 16 and WELY joined the hook-up on March 30.

• Corinthian Broadcasting Corp., N.Y., reports that starting today (April 6), News Assoc., Washington, D.C., will create a special Washington news service tailored to meet the local and regional requirements of Corinthian stations KOTV (TV) Tulsa, KGUL-TV Houston, WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis.

• Mr. and Mrs. Samuel I. Newhouse have added magazines to their radio-television-newspaper interests. They have purchased what is thought to be a controlling interest in Conde Nast Publications Inc., Greenwich, Conn., for an estimated $5.4 million. In this transaction they are said to have acted as private investors, and no resulting personnel changes are contemplated at Conde Nast beyond their appointment to the board. The company's publications include *Vogue, House & Garden, Glamour* and *The Vogue Pattern Book*. The Newhouses and family own 14 newspapers plus radio and tv stations in St. Louis, Mo.; Portland, Ore.; Syracuse, N.Y.; Birmingham, Ala., and Harrisburg, Pa.

• "New KRIB [Mason City, Iowa] Day" was proclaimed March 15 by Gov. Herschel Loveless on the station's first anniversary. An open house, at which state Senator Walter Edelen was guest of honor, attracted about 2,000 to KRIB.

• Benedict P. Cottone and Arthur Scheiner announce the relocation of their law offices of Cottone & Scheiner in suite 1228, 1001 Conn. Ave., N.W., Washington 6, D.C. Telephone: Executive 3-4477.

• N.E. Paton Jr. Assoc., Kansas City public relations consulting firm, announces the establishment of consulting service for broadcasters in fields of public relations, promotion and sales counseling. The firm also offers a new type of programming for radio stations.

• KPLR-TV St. Louis, Mo., has received a new antenna from Siemens & Halske, Munich. The antenna, said to be the first German-made one in the U.S., is being erected 1,100 ft. above ground at Lemay, Mo. The continuous transmission line (no splicers or couplings between antenna and distribution) arrived in three 17-ft.-round drums each weighing six tons. It is claimed that the S&H product needs no gas or fluid for dehydration nor de-icing devices, as it operates regardless of the thickness of ice. Two German technicians are in St. Louis to help install the antenna.

• KPUG Bellingham, Wash., started operating under a one-rate structure Wednesday (April 1). The station became an independent Jan. 1 after many years with Mutual-Don Lee network affiliation.

• WKCB-WKCQ (FM) Berlin, N.H., starts stereophonic broadcasting next week. The stations will air stereo music on afternoons when they are not carrying Boston Red Sox games. During these two-hour musical stints. WKCB-WKCQ will deliver commercials in stereo.

• The *La Grande* (Ore.) *Evening Observer* has been purchased by John McClelland, Robert Chandler and Marvin E. Johnston of KWLK Longview, Wash., according to Hamilton, Stubblefield, Twining & Assoc. Inc. which handled the sale. The price paid for the paper was $275,000.

• Rep appointments

• WDIA Memphis names The Bolling Co., N. Y.

• WGHN Grand Haven, Mich., appoints John E. Pearson Co.

• KPLR-TV St. Louis has appointed Peters, Griffin, Woodward Inc. as its national representative, according to announcement being made today (April 6).

Who pays the bill for "Public Power"?

Every American pays part of the cost of federal government "public power" even though this electricity goes only to a few.

So far, more than $5,500,000,000 in taxes has been collected for federal government power dams and plants. But even that is just a drop in the bucket as far as the "public power" pressure groups and lobbyists are concerned. They are pressing hard for $10,000,000,000 more—with still more and more beyond *that.* All is to be collected from the taxpayers, of course.

Yet the promoters of government electricity can't even point to a justifiable *need* for this multi-billion-dollar spending. America's independent electric light and power companies are ready and able to provide all the power the nation needs—*without* depending on taxes.

So far, "public power" pressure groups have been able to get away with this scheme because most Americans don't realize they are footing the bill. But informed citizens can put a stop to it.

Will *you* help spread the word?

America's Independent Electric Light and Power Companies

Company names on request through this magazine

It's this easy

to get programs and sponsors together, anytime

When television programs and commercials are Videotape* recorded, they can be scheduled to run in almost any combination and at any time. Stations can dovetail schedules for local, network and special events quickly and easily. "Live" spots can be run at any availability. And both can be timed to reach pre-selected audiences.

And with Videotape recording, stations can plan more "local live" programs . . . increase the number of "local live" commercials . . . build up station income.

But this is just part of the story. Let us tell you how completely the Ampex VR-1000 Videotape Recorder is changing the face of television. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

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professional product division

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KFMB-TV, XETV (TV) fight flares again

KFMB-TV San Diego's across-the-border dispute with XETV(TV) Tijuana has erupted again.

This time the San Diego outlet, is allying with other border radio and tv stations, it was understood, to seek legislation to prohibit U.S.-originated programs from being transmitted—physically or otherwise—to Mexican stations which broadcast them back across the border.

KFMB-TV also has complained to the Federal Trade Commission that XETV is misrepresenting itself as a U.S. station and has asked FCC to investigate the production of programs by California Western U. of San Diego for broadcast on XETV.

Meanwhile, ABC-TV, which transmits programs to XETV under FCC permit, has asked the Commission for renewal of the "affiliation" authorization. KFMB-TV is CBS-TV primary and ABC-TV and NBC-TV secondary.

KFMB-TV asked FTC to move against Bay City Television Inc., San Diego, XETV sales agent in the U.S., on the ground the station is advertising itself as a U. S. station.

'Educational' Programs • KFMB-TV told the FCC it believes commercial programs are being produced at California Western U. for broadcast on XETV and asked the FCC to investigate. KFMB-TV said the FCC had indicated the institution would produce only non-commercial programs in issuing a permit to the college for such production in April 1958.

FCC officials explained last week that its permit to the college covered program material transmitted to XETV by microwave relay or other means—not physical transmission of films, records and transcriptions. The college's permit for non-physical program transmission expired last February and since programs apparently no longer involve electrical transmission, no permit is required by law, it was indicated.

FCC sources said the U.S. Supreme Court's decision in the Baker case in 1937 found that mere physical transmission over the border to Mexico of films, records, etc., does not violate the applicable section of the Communications Act and that an FCC permit is required only when the transmission to Mexico takes place through electronic process.

The FCC's original permit for ABC-TV to transmit programs to XETV was finalized only after a hearing and an appeal to the U.S. Court of Appeals in Washington in 1957. The court remanded the case, but not on the basic question of the right to transmit programs across the border to Mexico. FCC afterward affirmed the permit.

State tax bites on outside firms probed

The Senate Small Business Committee will begin public hearings Wednesday (April 8) on the impact of recent Supreme Court decisions upholding the right of states to tax firms doing business in interstate commerce.

The hearings are the first step in a "thorough" study of the problem, Sen. John Sparkman (D-Ala.) said last week in announcing the inquiry. He cited three Supreme Court decisions late in February and early March which ruled that a state could tax interstate corporations for business conducted within that state (BROADCASTING, March 2).

NLRB clears IBEW in WKRG Mobile case

The campaign of International Brotherhood of Electrical Workers to drive advertisers away from WKRG-AM-FM Mobile, Ala., did not violate the National Labor Relations Act, according to an April 2 ruling by the National Labor Relations Board.

NLRB affirmed a report by Trial Examiner William F. Scharnikow holding the IBEW practices were not unfair (BROADCASTING, Sept. 1, 1958). The examiner held the union's "sole object and motive for its action was to protect the bargaining with competing union stations by increasing their advertising revenues through a transfer of WKRG's advertising and, by this showing of advantage in operating under union conditions, to enable the respondent union to preserve for the union stations' employes their existing wages and working condtions."

IBEW had lost its representation at WKRG in 1957 at an NLRB election. The union had opposed adoption by the stations of a "combo operation" with announcers operating the control board.

Last Jan. 28 a Mobile local union was certified as technicians' bargaining agent at WKRG-AM-TV after an NLRB election (BROADCASTING, Feb. 16). The vote was 16 to 1 in favor of the local. IBEW abandoned its picketing and advertiser contacts after results of the election were announced by NLRB.

Spot Perfection —"Live"

Mr. George Gould, President
NTA's Telestudios, Inc.
New York

"Agencies and advertisers that use our production facilities demand all the here-and-now intimacy, the depth, the dramatic impact of live delivery – plus the perfection and protection of pre-recording. That's why Norman, Craig & Kummel, Inc. came to us for Videotape* recording of the Speidel Corporation's watch band sales messages."

AMPEX
CORPORATION
934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

WKIS asks 'master' hear Orlando ch. 9

WKIS Orlando, Fla., last week asked the U.S. Court of Appeals in Washington to appoint a "special master" under court jurisdiction to rehear the remanded Orlando ch. 9 case. The FCC's 1957 grant of ch. 9 to WLOF Orlando was remanded by the U.S. Supreme Court last October for reconsideration in view of testimony in 1958 on Capitol Hill alleging an *ex parte* representation had been made in behalf of WLOF during adjudication (BROADCASTING, Nov. 3, 1958.

FCC has notified the court it is ready to hold a rehearing of the case as soon as it gets instructions (BROADCASTING, March 30).

Losing applicant WKIS said the court should order a special master to hold the hearing because FCC "would be reluctant to disturb their grant" to WLOF. WKIS added that FCC's "mind has already been made up as to the innocence" of WLOF, although the FCC has told the court that its investigation indicates a new hearing is warranted. The information from this investigation has not been disclosed to WKIS, the station said.

WKIS said the special master should determine from the hearing whether WLOF should be disqualified. If WLOF is found disqualified, WKIS said, the court should remand the case to FCC for "further proceedings not inconsistent with any action taken."

Allegations were made in testimony in June 1958 before the House Legislative Oversight Subcommittee that Florida attorney William H. Dial had made representations to former FCC Comr. Richard A. Mack which favored WLOF.

Appeals court upholds FCC in license renewal

The U.S. Court of Appeals in Washington last week upheld the FCC's denial of a protest by WSAY Rochester, N.Y., against a renewal of license for WBBF Rochester.

WSAY had charged WBBF refused to grant permission for rebroadcast of its programs; had engaged in unfair competition by offering advertisers who also used WBBF-affiliated WGVA Geneva, N.Y., 35 miles away, a 25% reduction in time charges, and that the FCC erred in requiring WSAY to specify "with particularity" the reason it asked for a hearing on the WBBF renewal.

The court agreed WBBF had been justified in refusing to grant rebroadcast rights because WSAY had not specified programs to be rebroadcast, time of rebroadcast and payments to be made for rebroadcasting privileges. The WSAY request for rebroadcast rights, the court said, was "patently unreasonable in scope."

The court also agreed that joint discounts offered by WBBF (and WGVA) were not unreasonable; that no claim was made that advertisers are required to advertise on both stations and that some $16,000 loss claimed by WSAY as a result did not impair its ability to broadcast in the public interest. The court said it was unable to find the FCC erred in failing to disapprove the joint advertising discounts.

The court had remanded the case in an earlier WSAY appeal on grounds the FCC decision was erroneous. Judges handing down the decision last week were David L. Bazelon, George T. Washington and Walter M. Bastian.

Class III power needs cited in FCC filings

Nearly a score of am stations and one network have filed comments favoring FCC action looking toward authorizing up to 25 kw for Class III (regional) broadcast stations. The papers were submitted on petitions for rulemaking filed in January by WERE Cleveland and WPEN Philadelphia.

One group of a dozen stations said FCC has the duty to review limitations imposed on Class IIIs under conditions of 20 years ago. Urban population centers have grown and sizable new urban areas have developed, they said, requiring increased power to provide service.

These stations were:

WFLA Tampa, Fla.; WDSU New Orleans; KOIN Portland, Ore.; KGLO Mason City, Iowa; WWJ Detroit; WIP Philadelphia; WKBN Youngstown, Ohio; WTAD Quincy, Ill.; KVI Seattle; WHBF Rock Island, Ill.; WWDC Washington, and WMBR Jacksonville, Fla.

Another group of six stations and ABC noted that there has been a doubling or tripling of the number of regional stations and the majority no longer provide regional coverage at night. They cited increasing urbanization and said the FCC should consider higher power for Class IIIs as it is now doing for Class IVs. The group said there is a need for Class IIIs to serve both the expanding metropolitan areas and the underserved rural areas surrounding them. These stations included:

KXYZ Houston; KLEO Wichita, Kan.; KEVE Golden Valley (Minneapolis); WZOK Jacksonville, Fla.; KXXX Colby, Kan., and WSAU Wausau, Wis.

Selective Rulings Urged • ABC in additional comments said a horizontal increase of all Class IIIs to 25 kw would provide no improvement, and expressed the opinion that increases should be on a case-by-case basis with the use of new directional antenna systems. For a "limited number" of stations, particularly "along the coast," an increase to 25 kw, with directional antenna, could be effected with no increase in interference to co-channel and adjacent-channel stations, ABC said. Other stations in the center of the country with "reasonably lenient" directional antenna requirements, might be given more modest increases of perhaps up to 10 kw, with slight directional modifications, ABC said.

No final rules can be written now, but a "notice of inquiry" would be an "excellent place to start," ABC said, since this would be introductory toward rulemaking and interested parties could furnish comments and work together to set forth an "adequate philosophy."

KFWB Hollywood cited the need for increased power and signal intensity of regionals, particularly in the Los Angeles area.

• Government notes

• NBC last week asked for more time to prepare comments on Daytime Broadcasters Assns.' proposed rulemaking to extend the hours of daytime am stations. The DBA proposal asks that daytimers be allowed to sign on at 6 a.m. or sunrise (whichever is earlier) and sign off at 6 p.m. or sunset (whichever is later). NBC asked that the time for comments be extended to June 12, five months from the time the rulemaking was proposed (Jan. 12), noting that a five-month period was allowed for comments on DBA's earlier proposal for extended hours (which was denied by the FCC).

• FCC Hearing Examiner Herbert Sharfman issued an initial decision March 31 which would affirm Commission grant of late last year to Tomah-Mauston Broadcasting Co., Tomah, Wis., for a 500 w daytimer WTMB on 1390 kc, with reduced antenna efficiency. The grant had been protested by William C. Forrest, WRDB Reedsburg, Wis. Late in February the FCC made a move to lift a Dec. 10 stay of the WTMB grant after first noting it might maintain the stay (BROADCASTING, Feb. 23).

• Philco Corp., Philadelphia, has filed a registration statement with the Securities & Exchange Commission proposing to offer $20 million of convertible subordinated debentures for public sale. The debentures would be due April 15, 1984, with the interest rate and public offering price to be fixed later.

PROGRAMMING

WILL FOURTH NETWORK BE ETV?

National educational system is predicted

A national educational tv network will be operating within five years, according to John F. White, president of the National Educational Television & Radio Center.

Addressing a conference held April 2 in Washington by the center and the Advisory Council on Educational Television, Mr. White said the development of regional educational tv networks and advances in the use of tv tape recording will trigger a national network.

Since KUHT (TV) Houston took the air May 25, 1953, 40 educational outlets have started operating, he said. Another eight are under construction and many others are in various stages of planning. He cited a recent survey showing 31 educational tv outlets have a total capital investment of $16,069,560.

Ford Foundation last week awarded another grant of $5 million to the educational center for basic expenses and programming, Mr. White said.

Big Difference • Discussing the difference between commercial and educational tv outlets, he said: "The commercial station is on the air because some individual or group invested money, with the honorable hope that from that investment they would receive a fair financial return. Hence, every program decision it makes must of necessity give serious consideration to what that decision does to audience size or make-up and, therefore, to its profit statement. In other words, it is in business to make money.

"The educational or non-commercial station is not in business to make money. It is in business to spend money —every cent it can lay its hands on—in service to the community or region it covers. How well we spend that money will determine not only the answer to our significance, but also to our healthy existence."

Mr. White said educational tv's function is not to compete with commercial programming but to render a service that is not available elsewhere. "Unlike our commercial counterparts we do not at any given time seek to have the majority of television listeners tuned to our channels," he continued. "But, over a period of time we should provide programming satisfying the special interests of the majority of set owners."

Every major city and many smaller ones will have at least one educational tv station on the air and many will be operating multiple channels within a decade, he predicted, citing the two-channel operations in Oklahoma City and Pittsburgh. He added that another 10 years should see regular use of tv as an important teaching tool for all schools within reach of a signal.

The educational tv function, he said, is to serve the needs of millions of "communication orphans," a substantial minority audience.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

NBC-TV

April 6-10, 13-15 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

April 6-10, 13-15 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

April 6, 10 (10-10:30 p.m.) **Arthur Murray Party**, Pharmaceuticals Inc. through Parkson and Lorillard through Lennen & Newell.

April 7, 14 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

April 8, 15 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson Co.

April 8 (9-9:30 p.m.) **Milton Berle**, Kraft through J. Walter Thompson Co.

April 9 (8-9 p.m.) **Bell Telephone Hour**, Bell through N.W. Ayer.

April 9 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

April 9 (10:30-11 p.m.) **Masquerade Party**, Lorillard through Lennen & Newell.

April 10 (7:30-8 p.m.) **Northwest Passage**, sustaining.

April 10 (8-9 p.m.) **Ellery Queen**, RCA through Kenyon & Eckhardt.

April 11 (8-9 p.m.) **Perry Como Show**, participating sponsors.

April 12 (8-9 p.m.) **Steve Allen Show**, RCA through Kenyon & Eckhardt.

April 12 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.

Jack M. Warner forms film production firm

Jack M. Warner Productions Inc., Hollywood, has been formed as a tv-motion picture production company with Samuel Schneider as president-treasurer; Jack M. Warner, vice president in charge of production, and David M. Richman, secretary. Production headquarters will be at the Motion Picture Center studios, Hollywood, and business headquarters at 640 Fifth Ave., New York, N.Y., where Mr. Schneider will be based.

Mr. Warner formerly was a vice president of his father's company, Warner Bros. Pictures. Mr. Schneider previously was a vice president, treasurer and director of Warner Bros. Mr. Richman is a lawyer in Beverly Hills.

FABULOUS

says Tom Garten, Sales Vice Pres.

WSAZ-TV

HUNTINGTON, W. VA.

How do you program a show to be best in its time slot? WSAZ-TV answers that with the Spinach Playhouse. The results they get with POPEYE and WARNER BROS. Cartoons are "fabulous", according to Sales V.P. Tom Garten.

"Our Spinach Playhouse outpulls both competitors in two time slots. We get ARB ratings like 29.7 vs. 15.0 and 8.0. Only recently our M.C. offered club cards and pulled 7,000 requests in just over 2 weeks."

And WSAZ-TV finds that as high as 38% of the Spinach Playhouse audience are adults! No wonder all types of sponsors are enthusiastic about POPEYE and WARNER BROS. Cartoons. They build and hold program loyalty that quickly becomes product loyalty.

Give your station a best-in-its-slot program with POPEYE and WARNER BROS. Cartoons. It's a sure-fire way to snag sponsors and keep them.

U.A.A.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

MGM-TV begins series of specials April 26

A series of 10 specials, for which the production cost alone is estimated at $2 million, will be produced in a spread over this tv season and next.

The series—to be co-produced by MGM-TV (marking the film studio's first "live" production in television) and Talent Assoc. (David Susskind's production firm)—has its first exposure on April 26. That program is entitled "Meet Me in St. Louis" on CBS-TV sponsored by General Time Co. (Westclox) and Philco (both through BBDO).

The specials—all to be taped and which eventually will be placed in syndication by MGM-TV—will be based on properties selected from Metro-Goldwyn-Mayer's pre-1948 feature library. Six other titles have been selected: "Mrs. Miniver," "Waterloo Bridge," "Green Dolphin Street," "Ninotchka," "Valley of Decision" and "Woman of the Year."

MGM-TV Departure • The disclosure that MGM-TV expects to eventually place the series in syndication marks a departure for the motion picture studio which up to this time has restricted its tv activity to film. And MGM-TV has not yet entered syndication formally, though it is anticipated the company will do so this fall.

George T. Shupert, vice president in charge of tv at MGM, hinted last week that there may be other such arrangements worked out for the co-production of series as well as specials.

The new pact also catapults Mr. Susskind's tv producing activity. He is associated with *Oldsmobile Music Theatre,* with a projected General Motors series of specials to feature Art Carney, the *du Pont Show of the Month* and *Armstrong Circle Theatre* among others.

Transfilm bought

In another expansion move, the Buckeye Corp., Springfield, Ohio, last week announced the acquisition of Transfilm Inc., New York, producer of tv film commercials and industrial film. Buckeye, a manufacturer of automatic feeding equipment for poultry and livestock, bought Pyramid Productions, New York, a producer of tv film programs and Flamingo Telefilm Sales, a tv film distributor in February (BROADCASTING, Feb. 9).

Buckeye acquired Transfilm for 52,632 shares of Buckeye's common stock, plus 36,250 shares of that company's 5% preferred series A stock. Buckeye is listed on the American Stock Exchange and closed last Tuesday at 9¾. Transfilm will become part of Buckeye's entertainment division, which includes Pyramid and Flamingo. William Miesegaes will continue as president of Transfilm. Other members of the company's management will remain in their present positions.

Tv tape mobile unit puts hour show in can

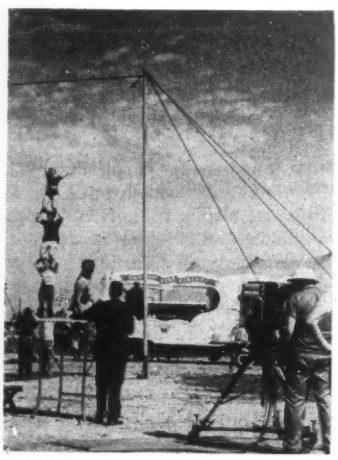
NBC-TV completed work last week on "Roll Out the Sky," said to be the first hour-long network show by a mobile video-tape unit.

Taped over a three-day period (March 26-28) for presentation on *NBC Kaleidoscope* May 3, it is a "backstage" story of the Cristiani circus family. Scenes are both within and outside the Cristiani three-ring tent at winter quarters, Sarasota, Fla.

The mobile unit consisted of four cameras and one tape machine, from affiliate WFLA-TV Tampa, which also contributed a 17-man crew. Their three-day operation compares with an estimated "week or more" that would have been needed to do the same job on film. One hour and twenty minutes of tape were required for the hour show, whereas the ratio for a similar program on film is assessed at 10 to 1. Overall production costs: one-half of a film counterpart, despite the need for a considerably larger crew in taping.

Heavy rainfall presented problems for the unit. Truckloads of earth had to be brought in to fill a water-covered area before the tent could be set up. They needed a pump to keep the cameraman more or less dry.

NBC-TV's staff: John Goetz, producer-director; Gene Wyckoff, writer; Claude Traverse, unit manager, and Charles Van Doren, host.



Sky-high • Cristianis rehearse their "four-up" somersault act. Looking on is *NBC Kaleidoscope* host Charles Van Doren (c).

• Program notes

• Net income of Desilu Productions for the 40 weeks ended Feb. 7 was $141,730, compared to $26,082 for the corresponding period of last year, the company stated in its first interim report to stockholders. Accompanying the report were checks representing a 15-cent-a-share cash dividend, payable March 27 to stockholders of record March 13.

• The summer replacement for *Person to Person* (CBS-TV, Fri., 10:30-11 p.m.) will be *Ted Mack and the Original Amateur Hour,* effective July 3. Currently on Sundays at 5:30-6 p.m., *Mack* switches to Friday 8:30-9 p.m. May 1 for a nine-week stint before taking over the *Person to Person* slot. Pharmaceuticals Inc., through Parkson Adv., N.Y., continues as sponsor.

• During the Senate rackets committee's proceedings into New Orleans' slot machine business, WDSU-TV there set up a system whereby it could telecast films of the investigations within four hours of their taking place. WDSU-TV arranged with WRC-TV Washington for films of the committee's investigations there to be sent via direct cable to New Orleans for kinescoping. Another line was used by WDSU to carry the proceedings live.

• The Broadcasting Foundation of America is distributing recordings from the Budapest Bartok Festival to American radio stations. These are said to be the first programs released to American broadcasters by the Hungarian government. Performers include Yehudi Menuhin, the Budapest Choir and the Hungarian State Orchestra.

• New musical jingle production company, Roy Ross Enterprises, has opened at 527 Lexington Ave., New York. Mr. Ross has resigned his position as musical director of WMGM New York.

• Charles Boyer, partner in Four Star Films Inc. (tv film producer), has bought the rights to a series of stories by French writer Jean Pierre Clauzet. He will make them into *Gentleman From the Left Bank,* a tv series. Mr. Boyer, now in the "Marriage-Go-Round" on Broadway, goes to Europe this summer to consult with Mr. Clauzet about the series and to scout possibilities of shooting it in France.

• A new Monday through Friday daytime series, *On the Go,* starring Jack Linkletter, will debut April 27 on CBS-TV (10-10:30 a.m. EST). Mr. Linkletter will tour the country in a video tape equipped mobile unit to introduce viewers to interesting people and places. The program is a John Guedel production, in association with CBS-TV. Sponsorship was not named last week.

FATES & FORTUNES

Advertisers

Mr. Edwards

• R.P. EDWARDS named manager of advertising and sales promotion, Westclox Div., General Time Corp., La Salle, Ill. He was previously advertising manager of Anco, auto accessories, Gary, Ind. Earlier he filled various advertising and sales positions with Sears Roebuck, International Harvester and Sunbeam.

• ARTHUR A. FISCHER, chairman of executive committee of Cole, Fischer & Rogow Inc., N.Y., elected to board of directors of Bon Ami Co., Bon Ami Mfg. Co., Bon Ami Mining Co., and Bon Ami Ltd. of Canada.

• WILLIAM K. EASTHAM, formerly merchandising manager of Pepsodent division, Lever Bros., appointed assistant to president of American Home Products Corp.

• WILLIAM J. MCKENNA, promoted from advertising director to vp in charge of advertising and public relations, Old Equity Life Insurance Co., Evanston, Ill.

• H. WILLIAM COULTHURST assumes duties previously performed at Speidel Corp., Providence, R.I., by late HAROLD ROSENQUIST. Mr. Coulthurst is in charge of advertising and sales promotion, also assisting in product development.

• HARRY E.O. HEINEMAN, formerly head of St. Louis research division, Pet Milk Co., named director of product development. DR. EARL A. LOUDER, formerly technical director at Greenville, Ill., named director of research, Pet Milk Co.

Agencies

Mr. Rigrod

• CARL RIGROD, tv-radio director of Donahue & Coe, N.Y., elected vp. With agency since 1943, Mr. Rigrod was writer of *Myrt & Marge* radio series. He was radio director for RKO Pictures before coming to D&C.

• JOHN FORNEY, vp and director of radio-tv of Robert Luckie & Co., Birmingham, Ala., elected executive vp. Other Luckie appointments: ARDEN MOSER, formerly assistant production manager of WABT (TV) Birmingham, to media director; JIM CREAMER, formerly of WBRC-TV Birmingham, public relations account executive; MRS. JOAN HICKS to copywriter, PAUL WYNETT and TED MORTON to art department.

• JACK J. PAGE, formerly president of Page Productions, named vp in charge of tv, O'Grady-Andersen-Gray, Chicago.

• DONALD M. SMITH, vp of Kenyon & Eckhardt, N.Y., since 1955, appointed account supervisor.

• ROBERT W. BODE, vp and executive art director, and DONALD S. GIBBS, vp and copy chief, Kudner Agency, N.Y., made senior vps.

• LATHAM OVENS, account executive of Donahue & Coe's New York publication division, elected vp.

• HILLIARD S. GRAHAM and JOSEPH FURTH, account supervisors of Erwin Wasey, Ruthrauff & Ryan, Chicago, elected vps.

• MARK MARTIN JR. and HUDSON F. MEYER, formerly executive vps in Chicago and New York offices, respectively, of The Caples Co., to Bozell & Jacobs as vps and members of national plans board, remaining in their present cities.

• C. WENDEL MUENCH, founder and president of agency bearing his name, and officer of Henri, Hurst & McDonald, with which he merged in 1957, joins Erwin Wasey, Ruthrauff & Ryan, Chicago, in "new business development capacity."

• JOHN PANAGOS, vp of United Broadcasting Co. (WOOK-AM-TV and WFAN [FM], both Washington; WSID-AM-TV Baltimore, WARK-AM-FM Hagerstown, WINX Rockville, all Maryland; WJMO Cleveland; WANT Richmond; WYOU and WACH-TV Newport News, Va.), nominated for president of Advertising Club of Washington. Uncontested, Mr. Panagos will succeed BASIL FOWLER, *Washington Post-Times Herald*, at formal May election.

• GENE AUSTIN, formerly in Los Angeles office of J. Walter Thompson, named manager of Puerto Rico office of Young & Rubicam, effective immediately.

• LEE PEER, formerly operations-programming consultant of KSHO-TV Las Vegas, Nev., to head new advertising agency in Las Vegas, Adler, Peer & Assoc. ROBERT CAMPBELL will head printed media department, and CROSBY DEMOSS will head art development.

Networks

Mr. Pugh

• EDMUND W. PUGH JR., treasurer and chief finance officer, Coca-Cola Co., to CBS, N.Y., as vp-finance, effective May 1. Before joining Coca-Cola in 1948, Mr. Pugh was assistant dean of Graduate School of Business Administration, Harvard U.

• MICHAEL CAMPBELL, since 1955 office manager of CBS Radio Spot Sales, named assistant to general manager. NORMAN S. GINSBURG, formerly manager of advertising & promotion for film division of NBC, appointed assistant sales promotion manager, CBS Radio Spot Sales.

• JOSEPH R. COCHRANE, program promotion manager of KNX Los Angeles and CRPN, promoted to marketing representative for station and network.

• SANGSTON HETTLER JR., formerly radio and media director of H.W. Kastor & Sons and account executive of CBS Radio Sales, to radio network sales department of NBC Central Div., Chicago.

• FRANK MCGEE, NBC News Washington correspondent, transferred to network's New York correspondents' staff, effective immediately.

• JAN SCHULTZ, formerly of Commonwealth Edison Co., Chicago, to sales planning staff of NBC-TV's Central Div. as sales developer.

• TOM COCHRAN, in charge of talent relations of NBC-TV's *The Jack Paar Show* since last July, named associate producer of show.

• DON RICHARDSON, director for past two seasons of CBS-TV's *The United States Steel Hour*, signed to direct that network's new half-hour comedy series, *The Wonderful World of Little Julius*.

Stations

Mr. Szabo

• JAMES E. SZABO, sales manager of WABC-TV New York, named general sales manager. ROBERT F. ADAMS, WABC-TV account executive, moves up to assistant sales manager. BILL J. SCHARTON, with NBC Spot Sales, Chicago, to station's newly created post of national

Pr committee • The first meeting of an industry-wide committee to draft plans for a nationwide television public relations campaign brought eight members of the nine-man group together March 27 in the New York offices of C. Wrede Petersmeyer of Corinthian Broadcasting, committee chairman (BROADCASTING, March 30). Here (l to r) are Robert D. Swezey, WDSU-TV New Orleans; Roger W. Clipp, WFIL-TV Philadelphia; Michael Foster, ABC; Donald H. McGannon, Westinghouse Broadcasting; Mr. Petersmeyer; Kenneth W. Bilby, NBC; Ward Quaal, WGN-TV Chicago; Charles S. Steinberg, CBS-TV network. Ninth member, Jack Harris, KPRC-TV Houston, was unable to attend the first meeting but sent his views. Also on hand at the session were NAB President Harold E. Fellows, NAB-TV Vice President Thad H. Brown Jr., and Richard S. Salant of CBS Inc.

sales manager. All appointments are effective April 13.

• MAX BICE, chief engineer and assistant manager of KTNT-AM-FM-TV Tacoma, Wash., named station manager of KTNT-TV. He will retain his duties at KTNT-AM-FM.

• JAMES H. SPENCER elected vp of Gross Telecasting Inc. (WJIM-AM-TV Lansing, Mich.).

• SUMNER DEAN QUARTON, 69, formerly manager of WMT Cedar Rapids, Iowa, died aboard German ship, *Sonderburg*, at sea March 27. Mr. Quarton's brother, William B. Quarton, is executive vp of WMT-AM-TV.

• JACK C. BRUSSEL, advertising-sales promotion manager of WJR Detroit, appointed general sales manager, effective April 13.

• JOHN B. (STEVE) CONLEY, special assistant to president of Westinghouse Broadcasting Co., retired March 30 after 34 years with WBC. Mr. Conley was formerly general manager of Westinghouse radio stations.

• RICHARD DAWSON, formerly of NBC-TV, N.Y., named assistant sales manager of KTRK-TV Houston.

• RICHARD W. GESSNER, formerly on sales staff of WIP-AM-FM Philadelphia, named station manager of WKAL Rome, N.Y.

• CAMERON WARREN, general manager of KRCW (FM) Santa Barbara, Calif., elected general manager of Pacific Fm Group. LOUIS GERLINGER, general manager of KJML (FM) Sacramento, Calif., elected secretary-treasurer.

• BOB RYAN, formerly sales promotion manager of KOMO-AM-TV Seattle, Wash., named head of newly-created exploitation department for both stations.

• JAMES A. YERGIN, advertising manager of WOR-AM-TV New York, named director of advertising and promotion, WOR Div., which encompasses both stations.

• MANNY STERNFELD, financial analyst, WRCA-AM-TV New York, promoted to manager, accounting and budgets. ALLAN B. CONNAL, with stations since 1947, named operations manager for WRCA-TV.

• H. S. (HANK) BASAYNE promoted from assistant program director to program director of WCCO Minneapolis-St. Paul. He succeeds WILLIAM H. SCHWARZ, resigned to join KDKA Pittsburgh as program director.

• THOMAS H. O'CONNOR, formerly program director of WBMD Baltimore, to WBAL, that city, as acting program manager, effective today (April 6). GUY L. AYLWARD, formerly air personality of WTIC-AM-FM-TV Hartford, Conn., to WBAL as announcer.

• FRANK OXARART JR., sales promotion assistant in charge of research, KNX Los Angeles and CBS Radio Pacific Network, named program promotion and merchandising manager. MARVIN KATZ, sales promotion department, succeeds Mr. Oxarart.

• JIM KNIGHT named promotion director of WTRF-TV Wheeling, W.Va. Mr. Knight will also act as sportscaster and assistant program director.

• ELLIOTT M. SANGER JR., assistant promotion manager of *The New York Times*, named promotion manager of WQXR New York, radio subsidiary of *The Times*.

• RAY STEWART, formerly director of public affairs of WHTN-AM-FM-TV Huntington, W.Va., to WIIC (TV) Pittsburgh in similar capacity.

• CARL G. ZIMMERMAN, formerly producer of *The Big Picture*, U.S. Army documentary series, named news director of WITI-TV Milwaukee.

• BILL BRUNDIGE, formerly sportscaster of KHJ-TV Los Angeles, named sports director of KDAY Santa Monica, Calif.

• GARY SEGER, formerly program director of KTLN Denver, Colo., to KRIZ Phoenix, Ariz., in similar capacity.

• JIM CASTLE, formerly midwest exploitation director, Paramount Film Distributing Corp., named public relations director of KPLR-TV St. Louis.

• FROSTY MITCHELL named program director of KIOA Des Moines, Iowa.

• HARRY WHITE, formerly station manager of KWTC Barstow, to KFRE Fresno, both California, as merchandising manager.

• GILBERT J. JACOBSEN, sales representative of KOL Seattle, Wash., named assistant sales manager.

• H. ROBERT REINHARD, formerly account executive of WGSM Huntington, to WGBB Freeport, both New York, as sales manager.

• JAY CLARK, with WAVZ New Haven,

Conn., since 1953, named program director.

• CHARLES F. SNYDER, 48, chief technical director of film editing, WROC-TV Rochester, N.Y., died March 23 following heart attack in Pittsford, N.Y. Mr. Snyder entered broadcasting in 1930 when he joined WHAM (now WROC).

• FORREST WILLIS, 54, air personality of WOKO Albany, N.Y., died following heart attack March 27 in Albany.

• PATRICK BARRETT, 70, veteran radio personality and formerly Uncle Ezra of WLS Chicago's *National Barn Dance*, died March 25 in Harvard (Ill.) Memorial Hospital. He started in radio at WTMJ Milwaukee in 1929 and moved to WLS following year.

Representatives

• FRANK M. HEADLEY, president of H-R Television Inc. and H-R Representatives Inc., station representatives, named to new management committee. Other members: FRANK E. PELLEGRIN, DWIGHT S. REED and JAMES M. ALSPAUGH, vps; JOHN BRADLEY, midwestern tv sales manager; FRENCH EASON, midwestern radio sales manager; HAROLD LINDLEY, vp in charge of west coast offices; HAL CHASE, manager of San Francisco office, and AVERY GIBSON, director of research.

• WILLIAM G. HUNEFELD JR., account executive of KPIX (TV) San Francisco, named manager of Los Angeles office of Television Advertising Representatives Inc. Firm begins operations July 1.

• FRANK BEAZLEY, CBS-TV Spot Sales account executive in San Francisco office, transferred to Chicago office. RALPH DANIELS, with KNXT (TV) Los Angeles, will replace Mr. Beazley in San Francisco.

• NICHOLAS R. MADONNA, with NBC Radio Spot Sales, to join Am Radio Sales Co., N.Y., April 15, as account executive.

• WILLIAM E. KELLEY, Storer Broadcasting Co.'s national sales manager for WSPD-TV Toledo, Ohio, will join Am Radio Sales Co., N.Y., as account executive, effective April 15.

• EDWARD SHERINIAN, formerly of John Blair & Co., added to sales staff of H-R Television Inc., N.Y.

• JERRY CRONIN, formerly of KBUC Corona, Calif., has joined San Francisco radio sales staff of Katz Agency.

Programming

• ELY A. LANDAU, board chairman of National Telefilm Assoc., and OLIVER A. UNGER, NTA president, elected to board of National Theatres. WILLIAM H. HUDSON, board chairman and president of Beaver Lodge Oil Corp., and BURT KLEINER, executive vp of Cantor, Fitzgerald & Co., investment bankers, formerly director of NTA, also elected to National Theatre's board.

Mr. Spirt

• ARTHUR SPIRT, formerly of Gross-Krasne-Sillerman Inc., named vp of NTA Program Sales, division of National Television Assoc. He will headquarter in Chicago.

• WILLIAM G. ROLLEY, formerly national sales manager of WCAU Philadelphia, named general sales manager of Theatre Network Television Inc., N.Y.

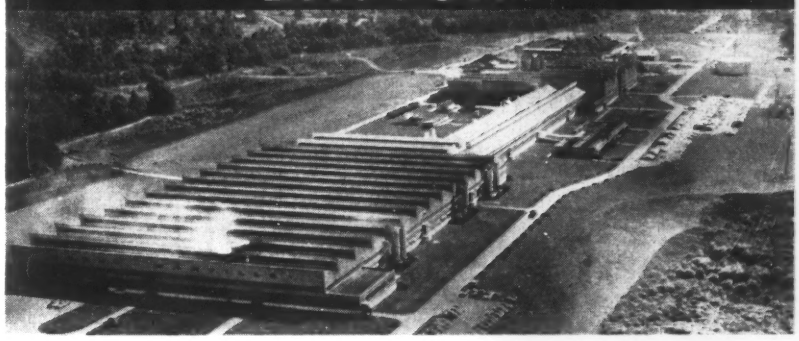
• VERNON BURNS, vp of NTA International and managing director of National Telefilm Assoc. (Ltd.), placed in charge of all operations in United Kingdom, Europe, Near East and Africa. SAMUEL GANG, with NTA International in New York, becomes director of sales for Latin America, Far East, Australia and Asia. KURT UNGER, formerly with United Artists, named sales manager for NTA Ltd. and European sales manager for NTA International. MELVIN J. EDELSTEIN, formerly general manager of RKO Radio Pictures de Cuba, named general manager for Latin America for NTA International.

• ART BREECHER, with Official Films Inc., N.Y., past six years, named midwestern sales manager.

• KEVIN O'SULLIVAN, with Television Programs of America as account executive since 1957, named regional sales manager, New York City division, for Independent Television Corp. GEORGE GRAY, formerly of Ziv Television Programs, appointed northeast district manager in syndicated sales for ITC, and ALBERT G. HARTIGAN, formerly of ABC Films Inc., named account executive in New York City division of ITC syndicated sales.

• MATT GILLIGAN, with Warner Bros. Pictures since 1946, named to newly-created post of coordinator, internation-

CHICAGO? HOUSTON? DAYTON?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.4% SHARE OF AUDIENCE

According to December 1958 ARB we average 79.4% of audience from Sign On to Sign Off 7 days a week. During 363 weekly quarter hours it runs 80% to 98%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Johns-Mansville Products Corporation Plant located at Natchez, Mississippi, manufacturing insulating board and hardboard products from wood fibre.

Tall talking • Gerald Levey (l), assistant media director and account executive, Parkson Adv., New York, receives a $150 check from Russel Woodward, executive vp of Peters, Griffin, Woodward, station representative. Mr. Levey won a contest sponsored by WCSC-TV Charleston, S.C., for the best promotion plan for its new tall tower. The Levey plan: the station searched each community in its viewing area for the tallest person, with the tallest regional winners brought to the station and measured next to the tower (described as the "tallest thing in South Carolina").

al division of Warner Bros. Records, Burbank, Calif.

• MILTON LEWIS, talent head of Desilu Productions, resigns to form his own Stardust Tv Productions, Hollywood. First project is *Curtain Time*, half-hour telefilm series with show business theme.

• RAYMOND H. WADSWORTH, formerly general manager and chief engineer, Manhattan Gear & Instrument Co., Brooklyn, appointed head of mechanical engineering department of TelePrompTer Corp., N.Y.

• ED PALMER, director of client relations for Flamingo Telefilm Sales, N.Y., promoted to assistant to president of company.

• LAWRENCE L. WYNN, formerly with Concert Network, named account executive for national sales, Independent Television Corp., N.Y.

• CHARLES W. FRIES, in charge of Pacific coast production operations for Ziv Television Programs, elected president of Alliance of Television Film Producers to serve until Sept. 1. He succeeds MAURICE MORTON, vp of McCadden Productions.

Equipment & Engineering

• BENNETT ARCHAMBAULT, president and chief executive of Stewart-Warner Corp., elected to additional post of board chairman. He succeeds late JAMES S. KNOWLSON, who died March 6.

• RAY C. WILCOX, president of Houston Fearless Corp., L.A. elected chairman of board. GEORGE E. JOHNSON, executive vp, elected president of Houston Fearless, makers of film processing equipment and studio accessories.

• JOSEPH A. FRABUTT, formerly president of industrial products division, International Telephone & Telegraph Corp., named general manager of Gonset Div. of Young Spring & Wire Corp., Burbank, Calif., makers of radio communications equipment.

• FRED C. ZORN has rejoined Allen B. DuMont Labs Inc., Clifton, N.J., as assistant manager of Industrial Electronics Div. For past eight months he has been acting director of sales, DuMont Tv & Radio Corp., subsidiary of Emerson Radio & Phonograph Corp.

• E. K. WIMPY, formerly, director of general engineering for receiving tube operations, CBS-Hytron, Danvers, Mass., named manager of marketing research for CBS-Hytron.

• LT. COMDR. SAM B. ARNOLD (USN retired), formerly of autonetics division, North American Aviation Inc., to Packard Bell Electronics, L.A., as assistant to director of sales-administration, technical products division.

• ALBERT V. KLIZAS promoted to manager, marketing administration, Entertainment Tube Products Dept., RCA Electron Tube Div., Harrison, N.J. He was formerly administrator, budgets and sales analysis, in marketing administration organization.

• EDWARD C. CALIGURI, formerly assistant sales promotion manager, Zenith Radio Corp., Chicago, appointed sales promotion manager for tv and stereo hi-fi products of Motorola Inc., that city.

• WILBUR A. OSTERLING, previously attorney for RCA electron tube division and RCA semiconductor and materials division, appointed general attorney of RCA Service Co.

• HENRY KASPEROWICZ, formerly engineering manager of physico-chemical section of DuMont tube operation, named director of color tube research and development, Allen B. DuMont Labs.

• ROBERT W. HENKEL, formerly of Fairchild Publications Inc., appointed manager of news bureau of Hoffman Electronics Corp., L.A.

• ALBERT PREISMAN resigns as vp in charge of engineering of Capitol Radio Engineering Institute, Washington, D.C., to devote full time to his consultancy on electronics engineering. Mr. Preisman will operate from Silver Spring, Md.

Allied Fields

• LARRY LOWENSTEIN, formerly director of special services for CBS-TV, named executive director in charge of New York office of Rogers & Cowan Inc., Public Relations firm.

• ROBERT J. MULLEN, formerly vp of Traction Adv. Co., appointed general manager of Cincinnati office of WLW Promotions Inc., transit advertising division of Crosley Broadcasting Corp.

• NEAL KEEHN, vp of Calvin Co., Kansas City, appointed regional vp of General Film Labs in charge of producers' service center General Film is establishing in Kansas City

• ERNEST J. (HUGH) DESAMPER, formerly news editor of *Virginia Gazette*, named radio-tv manager on public relations staff of Colonial Williamsburg Inc., organization responsible for restoration of that city to its 18th century appearance.

• H. HARRY HENDERSON, formerly communications manager, Owens-Corning Fiberglas Corp., Toledo, Ohio, to Chicago account staff of Burson-Marsteller Assoc., public relations firm.

• BEVERLY COPELAND, west coast na-

Money isn't . . .

D.j. Ed McKenzie, reputed to have earned $70,000 a year on WXYZ Detroit, will join WHFI (FM) Detroit today (April 6), without any pay at all, according to Gar Meadowcroft, WHFI owner.

The change, Mr. Meadowcroft said, is based on Mr. McKenzie's objection to a top 40-news-sports formula and his chance to play standards. A story in the *Detroit Free Press* quoted Mr. McKenzie as saying, "I look on this not as just a job but as a purpose in life. I plan to read poems, passages from the Bible, a book or a newspaper if the material interests me. . . . I intend to provide the kind of music grownups want to hear."

Mr. Meadowcroft said, "This thing won't fail because we believe the listener is an intelligent person." Mr. McKenzie said commercials took up about half the time on the WXYZ program he quit March 9. He will work at WHFI on commission.

Pictured above from left to right: Carson E. Cowherd, Collins Sales Representative Forrest Wallace, Walter R. B. Hall, and Hugh E. Bader of radio station KUEQ, Phoenix. This station purchased the entire Collins Automatic Tape Control display and ordered it shipped direct from the NAB Convention in Chicago to Phoenix.

COLLINS AUTOMATIC TAPE CONTROL

broadcasters called it the hottest item at the NAB

Collins captured the lion's share of AM radio attention at the NAB Convention with new Automatic Tape Control. Broadcasters from all over the country saw this amazing program aid, liked what they saw . . . and ordered on the spot! Installations now on order include equipment for: WHIZ, Zanesville; KUEQ, Phoenix; KONO, San Antonio; WMAL, Washington, D.C.; WHOT, Youngstown; WJET, Erie; KVET, Austin; KLIF, Dallas; KFJZ, Ft. Worth; KENN, Farmington, N.M.; KARA, Albuquerque; WVET, Rochester; WFBG, Altoona; WNBF, Binghamton; WHBF, Rock Island; KFBI, Wichita; KRLD, Dallas; KTXO, Sherman, Tex.; WICE, Providence; WEAV, Plattsburgh, N.Y.; WGAL, Lancaster; WKAN, Kankakee; WLCS, Baton Rouge; WANE, Ft. Wayne; WLIP, Kenosha; WJLK, Asbury Park; WJOL, Joliet, Ill.; WINK, Ft. Myers, Fla.; WBUY, Lexington, N.C.; WKBC, Wilkesboro, N.C.; WDUZ, Green Bay, Wis.; WBIG, Greensboro, N.C.; WBMC, McMinnville, Tenn.; WNAM, Neenah, Wis.; KSTT, Davenport, Iowa; WBBB, Burlington, N.C.; WDBM, Statesville, N.C.; WFMO, Fairmont, N.C.; WENO, Madison, Tenn.; General Electronic Lab.

Just a push of a button gives these stations completely continuous automatic programming. Collins Automatic Tape Control features automatic cueing and stopping, instantaneous no-wow starting, simplified handling and storage.

End your broadcast tape frustration with Collins Automatic Tape Control. For further information call or write your nearest Collins Broadcast Sales office, or Collins Radio Company, Broadcast Sales, Cedar Rapids, Iowa.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS • DALLAS • BURBANK

tional programming contact of *Tv Guide* past four years, named west coast regional editor of magazine. JAMES A. CAPONE, with *Tv Guide* since 1958, named promotion representative for Cleveland edition.

• DR. A. CONRAD POSZ, formerly professor of U. of Iowa and Michigan State U., appointed educational director of Northwest Schools, Portland, Ore.

• FREDERICK JACOBI, former director of publicity for California National Productions, subsidiary of NBC, appointed director of editorial information center, N.Y., of National Education Assn.

• JOHN K. WILLIAMS, formerly news director of KETV (TV) Omaha, Neb., named radio-tv coordinator for Arlington Park-Washington Park race tracks in Chicago.

Government

• JAMES B. MCELROY, engineering assistant to FCC Chairman John Doerfer since 1954, to National Aeronautics & Space Administration as aeronautical instrumentation research engineer in space flight operations office.

• ROBERT P. SPEER, 43, special assistant to director of United States Information Agency, died of lung cancer March 30 in Minneapolis. Beginning government service in 1947, Mr. Speer came to Washington in 1957 and was director of USIA's press and publications service before becoming special assistant to George V. Allen, USIA director.

International

• ANDRE OUIMET, director of television at Montreal for CBC since 1953, appointed CBC director of planning of both national radio and tv operations, with headquarters at Ottawa, Ont.

• DONALD C. WEST, budget control officer of Canadian Broadcasting Corp., at national headquarters, Ottawa, Ont., appointed director of operations control, with responsibility to assure maximum use of CBC program production facilities and resources.

EQUIPMENT & ENGINEERING

Tv antennas go hi-fi with new JFD product

JFD Electronics Corp., Brooklyn, N.Y., last week reported "considerable success" with its newly-developed Hi-Fi tv antenna, which is designed to "gather" the signals of channels in specific geographic areas only and thereby improve viewers' reception there.

Ed Finkel, vice president of JFD, said that impetus to develop the "regional" home antenna came from tv stations which had received complaints from viewers about poor reception and other interference. Many viewers blamed the stations, Mr. Finkel added, but JFD felt that the conventional outdoor antenna, designed for the best average reception on all channels from 2 to 13, was the likely culprit. JFD's antenna is based on this electronic concept: peak the signal gathering strength for the two, three or four channels available in most regions of the country.

Six months ago, JFD designed the first prototype for Memphis at the request of WHBQ-TV (ch. 13), with the antenna especially planned to receive channels 3, 5 and 13. JFD instituted an intensive advertising-promotion campaign in the area to persuade viewers to buy the new antennas.

To date, JFD has designed antennas for 12 different city areas and there is a waiting list of more than 20 cities. More than 8,000 of the Hi-Fi antennas have been sold in Memphis and more than 3,000 in Miami, New Orleans and Charleston, W. Va., Mr. Finkel said.

Tape patent invalid

A basic 1947 patent for magnetic tape in the U.S.—the Marvin Camras patent held by the Armour Research Foundation—was ruled invalid in a judgement entered last week in East St. Louis by U.S. District Judge William G. Jurgens. The court found the patent had been preceded by foreign patents and publicly used in the U.S. before the Camras filing with the Patent Office.

Armour licensed Minnesota Mining & Mfg. Co. to produce tape under the patent and has collected nearly $1 million in royalties. The court found they have no exclusive right to the tape and dismissed charges that Armour and 3M violated the anti-trust laws. The case stems from a patent infringement complaint filed against Technical Tape Corp. and C.K. Williams & Co. in 1955. Armour and 3M will appeal.

• Technical topics

• H. H. Scott Inc., Maynard, Mass., announces Model 320 am-fm tuner to sell for $139.95, claimed to be the first it has offered with certain features at less than $200. Among the features (on one chassis): wide band fm and wide range am circuitry, plus "exclusive" silver-plated rf circuitry. A monophonic-multiplex switch on front panel permits instant conversion to multiplex.

• RCA will bring color tv to the American National Exhibition in Moscow this summer. A fully-equipped color studio will originate eight hours of live and filmed programming daily, carried by closed-circuit to sixteen 21-inch receivers situated throughout the Sokolniki Park fair grounds. Under direction of an NBC production crew, the primarily live programming will include a "See-Yourself-on-Color-Tv" feature. RCA plans to make its facilities available to American firms not otherwise participating in the fair who wish to tell their story on film.

• Boonton Radio Corp., Boonton, N.J., has introduced signal generator 225-A for testing and calibration of fm communication systems in the 160 mc and 450 mc bands. The maker stresses its stability, low leakage and rugged construction.

• Unicorn Engineering Corp. (film laboratory equipment), Hollywood, has introduced videotape splicing kit A4809. The product makes overlapping of butt splices on broken tapes. Price: $10. Unicorn is at 1040 N. McCadden Pl., Hollywood 38.

• Video Instruments Inc. (transistorized instrumentation equipment), Santa Monica, Calif., has expanded its industrial activities to replace the consumer products division sold to Edward A. Altshuler (management consultant) and a group of investors.

• Electron Tube Information Council has been formed by eight of the nation's leading receiving tube manufacturers to promote the electron tube industry as a whole. The council is open to all tube manufacturers and presently consists of representatives of CBS-Hytron, General Electric Co., Philco Corp., RCA, Raytheon Mfg. Co., Sylvania Electric Products Inc., Tung-Sol Electric Inc. and Westinghouse Electric Corp.

• Common stockholders of Collins Radio Co. (more than 99% of Class A holders), have voted to reclassify the firm's Class A and Class B common stock into a single class of common, giving all common stock voting rights. Also, the 4% cumulative preferred stock and 5% subordinated debentures of Collins are convertible into voting stock, it was announced.

CAB CONVENTION

Research, ethic code, development plans set

Canadian broadcasters, having won their long battle for an independent regulatory body, are now planning: depth research on the effects of broadcasting on society, a new overall code of ethics embracing radio and television, talent development on a regional and national basis and stricter self-regulation. These facts came out of the 34th annual meeting of the Canadian Assn. of Broadcasters at Toronto, last month.

Changes are to be sought in regulations on political broadcasting, especially in connection with restrictions on political broadcasts 48 hours before an election. Detailed changes in broadcast regulations, to be proposed at forthcoming public hearings of the Canadian Board of Broadcast Governors (BBG), were discussed at the final closed business session late on March 26.

CAB is to establish annual radio and television advertising awards for development of electronic advertising. CAB's new board of directors was also instructed to investigate the possibility of convening in Canada at an international conference of broadcasters.

Near Thousand • Over 900 broadcasters, advertising agency executives and advertisers attended the first two days of open sessions of the annual meeting at which research, surveys and closer co-operation between broadcasters and agency-advertiser executives was discussed. Some 400 broadcasters met in closed sessions during the last two days.

Malcolm Neill, CFNB Fredericton, N.B., was re-elected president of the CAB. Murray Brown, CFPL-AM-TV London, Ont., was elected vice president for radio, and Tom Burham, CKRS-TV Jonquiere, Que., elected vice president for television. New CAB board members elected from regional associations for two-year terms were Ken Hutcheson, CJAV Port Alberni, B.C.; Roy Chapman, CHBC-TV Kelowna, B.C.; J.O. Blick, CJOB Winnipeg; Blair Nelson, CFQC-TV Saskatoon, Sask.; J.A. Dupont, CJAD Montreal; Alan Waters, CHUM Toronto; D. Gourd, CKRN Rouyn, Que.; M. Dansereau, CHLN Three Rivers, Que.; Tom Burham, CKRS Jonquiere, and Robert Large, CFCY-AM-TV Charlottetown, P.E.I.

Continuing CAB board members are J.L. Sayers, CFUN Vancouver; Bob Buss, CHAT-AM-TV Medicine Hat, Alta.; D. Dawson, CKCK-AM-TV Regina, Sask.; Wm. Hawkins, CFOS Owen Sound, Ont.; Murray Brown, CFPL-AM-TV London, Ont.; Ralph Snelgrove, CKBB and CKVR-TV Barrie, Ont.; R. Couture, CKSB St. Boniface, Man.; Geoff Stirling, CJON-AM-TV St. John's, Nfld.; and Malcolm Neill, CFNB Fredericton, N.B.

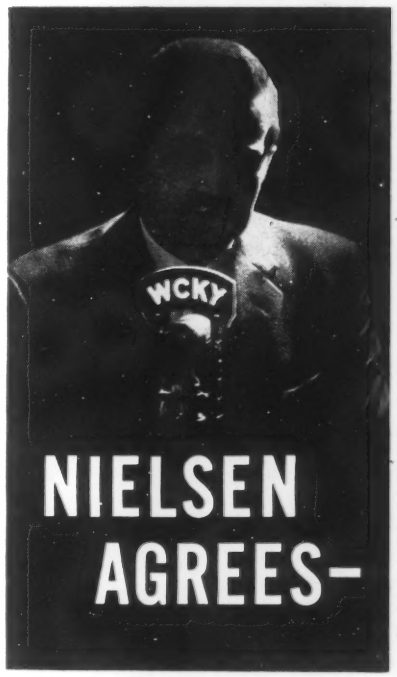
"The Board of Broadcast Governors realizes that it is part of the broadcasting industry of Canada," Dr. Andrew Stewart, chairman of the BBG stated in the opening keynote address to the convention. "We are proud of its achievements over what is after all a relatively short period of time; and we share your optimism about its future."

What BBG Wants • Dr. Stewart urged broadcasters to make suggestions to the BBG, to do more research to improve service to listeners, to train young men to take their place in the industry, to have management keep a closer check on station logs, to develop a diversity of programs and a code of ethics, to develop more self-discipline within the industry, and to keep promises made when licenses are issued. He said the BBG should stay out of station management and would be in favor of more regional networks. About half the BBG attended the CAB convention for the first two days and were headtable guests at the annual dinner Tuesday evening, March 24.

CHAB Moose Jaw, Sask., was presented with the John J. Gillin Jr. Memorial Award for its public service activities during 1958, at the annual dinner.

Establishment of a Harry Sedgwick (CFRB Toronto) Memorial Award was announced by Ken Soble, CHCH-TV and CHML Hamilton, Ont., with first award being made to Gerry Millan, Kingston, Ont., third year student in radio arts at Ryerson Institute of Technology, Toronto. The award will allow an outstanding student each year to attend the CAB convention. Another Harry Sedgwick Memorial Award is being organized by United States friends of the late president of CFRB Toronto, it was announced. Mr. Sedgwick was a frequent delegate to NAB conventions in past years.

CAB plans to establish an educational series of seminars on how best to use audience research material now available to Canadian stations, to study ways and means to assist younger people to apply for radio and television station licenses with private and government loans, to develop a CAB institute for research in mass communications in conjunction with some Canadian uni-



NIELSEN AGREES—

"More people listen to the 6 PM News on WCKY than to any other station in Cincinnati—699,500 people."

CORRECTION
Since we plated this ad, the Jan.-Feb. Nielsen shows a 36% increase in audience to the WCKY 6 PM News. The new figure is 953,600.

We didn't say it—Nielsen did in the November-December 1958 report. We've always known that Cincinnati depends on WCKY for news because WCKY is first and fast. Whenever news breaks, WCKY is there with news tapes and on-the-spot broadcasts with the WCKY Newsmobile. If it's news, it's heard first on WCKY, and Cincinnati knows it!

. . . Your sales can make news too. Call Tom Welstead at WCKY's New York Office, or AM Radio Sales in Chicago and on the West Coast. They'll tell you about the sales-power of WCKY's News—33 times daily.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

versity, to develop economical means of pooling live talent for both radio and possible second television stations on a network basis in Canadian cities when the Canadian government gives the green light for television expansion, and to appoint a permanent technical consultant to CAB.

Two-Year Calendar • The 1960 CAB meeting will be March 20-24 at the Chateau Frontenac, Quebec City, and the 1961 meeting at the Hotels Vancouver and Georgia, Vancouver, B.C., March 13-16.

BBG staggers renewal of Canadian licenses

Licenses of Canadian broadcasting stations, both independent and government-owned, will be renewed on a staggered basis over the next few years, according to a recommendation made by the Board of Broadcast Governors (BBG) to the Canadian Dept. of Transport, Ottawa, licensing authority. Licenses of 171 stations expired March 31.

BBG recommended the staggered basis so as not to have to hear all stations at the same time. Its recommendation grouped stations arbitrarily in four groups, with renewals from two to five years. Previously all stations were automatically renewed for five-year periods, without a review of their operations.

Recommended renewals were staggered in such a manner that stations in one area should not come up for renewal in the same year, that stations recently granted power increases requiring substantial investment for new facilities be given relatively long periods between renewal dates, and that stations "whose performances the board might wish to review at an early date be granted a relatively short period of extension."

New Facilities • The BBG also recommended a number of new stations. Geoff Stirling, president of CJON-AM-TV St. John's, Nfld., was recommended for a 10 kw station on 980 kc at Montreal, because of his programming record and because there had been no new English-language station in Montreal for 14 years.

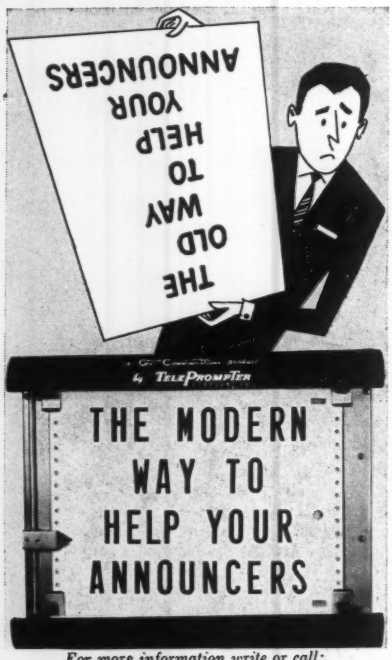
Okayed for Tv • CBC has been recommended five new tv stations for remote areas and French-language audiences. CBC will have French-language stations at St. Boniface, Man. (suburb of Winnipeg), on ch. 6 with 2.87 kw visual power, and at Moncton, N.B., on ch. 11 with 600 w visual power. CBC will also have tv stations at Corner Brook, Nfld., ch. 5, with 63.8 w visual power; at Kenora, Ont., ch. 8, with 493 w visual power, and at Trail, B.C., ch. 11 with 164 w.

R. Bruce Armstrong was recommended for a 250 w station on 1230 kc at Midland, Ont.; Mrs. Madeleine Laframboise for a 1 kw daytime station on 1110 kc, at Cornwall, Ont.

Stanley Shenkman, Montreal, received BBG's approval for ch. 8 television station at Cornwall, with 130 kw visual power, and directional antenna 615 ft. above average terrain; and CHBC-TV Kelowna, B.C., for a satellite tv station at Princeton, B.C., on ch. 70 with 39.2 visual power, and antenna 665 ft. above average terrain.

CKAR Huntsville, Ont., was recommended for an fm station with 2.886 kw on 98.5 mc. CKAR also received approval for a satellite radio station with 250 w on 1340 kc at Parry Sound, Ont.

More Wattage • Power increases went to CKUA Edmonton, Alta., noncommercial station of the U. of Alberta which has been operating for 31 years, from 1 to 10 kw on 580 kc; to CKY Winnipeg, from 5 to 50 kw on 580 kc with change in transmitter site to protect the channel for Canadian use; to CHAB Moose Jaw, Sask., from 10 kw day and 5 kw night to 10 kw night and day on 800 kc; to CKPC Brantford, Ont., from 1 kw to 10 kw on 1380 kc with change of antenna site; to CKLB Oshawa, Ont., from 5 kw to 10 kw day and 5 kw night on 1350 kc; and to VOCM St. John's, Nfld., from 10 kw day and 1 kw night on 590 kc to 10 kw day and night on same frequency.



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Stereo, space matters occupy CCIR on coast

The International Radio Consultative Committee (CCIR), organized in Washington in 1927, opened its Ninth Plenary Assembly Thursday (April 2) in Los Angeles to consider such international matters as stereophonic broadcasting and communication systems between the earth and space satellites.

Reports of 14 study groups, which for three years had been working on these and other problems from a strictly scientific aspect, will be presented to the month-long assembly for review and approval. CCIR will then make recommendations to the Radio Administrative Conference to be held August in Geneva, Switzerland. This group will add political and economic considerations to the technical findings of CCIR and in turn make recommendations to the International Telecommunications Union, parent body of both CCIR and Radio Administrative Conference, for final action.

Representatives of 36 nations, 13 private operating agencies, seven international organizations, six scientific and industrial organizations, two specialized agencies of the United Nations plus a delegation from ITU are participating in the ninth CCIR assembly, which in addition to acting on the reports of past study groups will approve new study programs to be conducted during the next three years.

• Abroad in brief

• Swedish Television Broadcasting Service has put six transmitters into operation. They are at Gaevle, Oerbro, Skoevde, Linkoeping, Motala and Karlstadt.

• A West German newsreel theatre company has received a court order to stop public presentation of television shows via receiver-projectors in its theatres. The order stemmed from a suit brought by North West German Radio, Hamburg, against the newsreel company.

• Registered television sets in Sweden number more than 250,000, according to reports from Stockholm.

• Norwegian Television Service is linking with Eurovision (European tv network) via a relay line between Oslo, Norway, and Kralsbad, Sweden. The line, operating on 4000 mc, is designed to carry 600 telephone channels in addition to the tv signal.

Show stopper • WPEN Philadelphia moved north for an evening last month to meet and entertain New York media people at a cocktail party at the St. Regis Hotel. Among the station's guest celebrities was Pat Suzuki (c), Broadway star of "Flower Drum Song," who found a partner for a party game of face-making with Jack Carver (l), media group supervisor at Doherty, Clifford, Steers & Shenfield Inc. Their antics were observed by Lee Kahn (r), media buyer at Grey Advertising, and Bob Widholm (in back), senior timebuyer at DCS&S.

Hat & egg promotions: spring audience tonic

In the annual preoccupation with hats, rabbits and eggs, here's how broadcast promoters have been turning the season to account:

WPAT Paterson, N.J., followed its custom of pre-empting all commercials on Easter for public service appeals.

In the week preceding Easter, WROW Albany, N.Y., played the record, "It Must Have Been the Easter Bunny," 446 times running for 35 hours. For each play, the station donated $1 to the Easter Seal campaign. The bunny finally stopped hopping when a businessman bought the record from WROW with a $500 Easter Seal contribution, which the station matched. The switchboard logged more than 5,000 calls commending WROW.

WQAM Miami, Fla., dubbed a disc jockey the Easter bunny and offered listeners $100 to guess his identity from broadcast clues.

Closet Full • KDKA Pittsburgh staged an Easter wardrobe contest for women of the audience. Some 1,400 wrote letters telling why they wanted to pick out a $500 KDKA "Dream Wardrobe."

A First Annual Grand Easter Egg

Listening man's station

WKRC-TV Cincinnati has launched an elaborate campaign to promote its sister station, WKRC-FM.

Spot announcements, parodying the Viceroy "thinking man" theme, feature a tuxedo-clad gentleman brandishing a baton in one hand and wearing a catcher's mitt on the other.

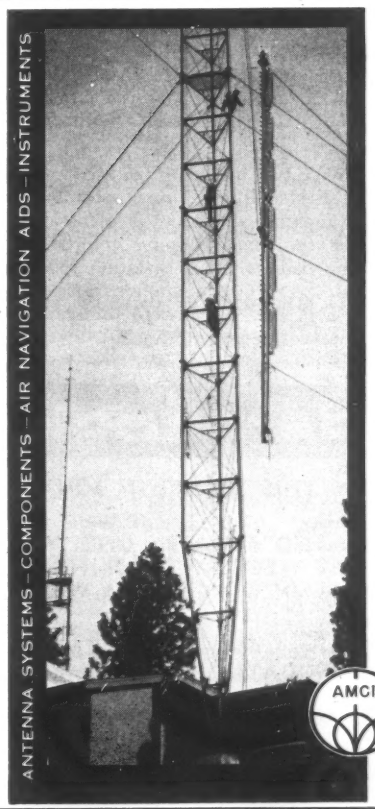
He is neither a symphony conductor nor a ballplayer, it develops, but a WKRC-FM listener who appreciates the station's coverage of both.

The stations have taken newspaper ads promoting broadcast time of the fm spots on tv.

Driving dog's spot

Enthusiastic reception of the Ford "thinking dog" tv spot (BROADCASTING, March 30) in the West has led to its inclusion in Ford's national advertising, beginning with a showing on last Thursday (April 2) of the *Ford Show* on NBC-TV.

Other spots featuring the animal are in preparation at Playhouse Pictures, L.A., where the original one was produced. Indicative of the spot's popularity was a call from Walt Disney Studios seeking photos of the Ford dog to publicize the motion picture, "The Shaggy Dog."



AMCI...

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

. . . have been proven in service.

Write for information and catalog.

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

Hunt was scheduled by KTVH (TV) Hutchinson-Wichita in cooperation with Safeway Stores of Central Kansas. Prizes for thousands of children were hidden on the U. of Wichita campus.

WCPO Cincinnati combined ham and eggs in its hunt. Fifty plastic eggs, each containing a gift certificate for a ham, were hidden around town. Clues to their location were broadcast for a week.

An Easter apparel award by KSTP-TV St. Paul-Minneapolis was predicated on guessing the number of jelly beans in a jar at a local clothing store. Certificates worth $700 to the winner were exchangeable for clothes at the store.

Mad Hats • WTOP Washington and the Lazy Susan Inn, Woodbridge, Va., co-sponsored a competition for the "craziest hat" creation by a listener. The winner in a field of 50 got two Lily Dache models, all others consolation prizes. WSAI Cincinnati also collected wild millinery fashioned by listeners competing for 10 prizes offered. WCAE Pittsburgh asked for "crazy" hats, but they were actual headgear from women listeners' wardrobes. The best entry was an imported bird-trimmed model.

Mothers of Marin County, Calif., enlisted Nancy Besst of the *Romper Room* show over KGO-TV San Francisco to appear at their Easter Egg hunt. Instead of 800 youngsters expected, 3,000 showed up, sending the mothers on a hunt of their own to find refreshments to go around.

Chucko, the "Birthday Clown" of KABC-TV Hollywood, set small viewers to decorating eggs. The contest, promoted on the *Chucko's Cartoons* show in cooperation with *Tv Guide* magazine, drew 8,000 entries in five weeks. The winner took his parents to New York for the Easter weekend.

Eggs—Good, Big, Bouncing • WTAR Norfolk, Va., used the theme "Be a Good Egg" to support the fire department's drive for funds. The effort resulted in 604 Easter baskets being distributed to needy children.

In a contest to guess the weight of the "world's largest Easter egg," WITI-TV Miami Beach received over 10,000 entries. The winner reecived the 14 lb. 4 oz. candy egg and presented a similar egg to the children's home of her choice.

WCKY Cincinnati featured a "Flying Easter Bunny" on Easter Sunday. During the afternoon, a plane cruised over the city dropping colored ping-pong balls which the station redeemed with S&H Green stamps. More than 25% of the "eggs" were found and redeemed for more than 30,000 stamps.

Community identification • KMTV (TV) Omaha works public service into crowded prime time with a treatment similar to the commercial ID. Combining station identification with appeals for community campaigns (such as above) during normal station breaks, KMTV gives each project saturation exposure for its duration.

Fort Wayne flashes

An electric moving news sign has been installed in Fort Wayne, Ind., by WANE-AM-TV there. A contest for the first words to be flashed over the telesign was won by Mrs. Robert Wehmeyer of Fort Wayne, who suggested: "To be well informed is the first responsibility of the citizens of a democracy."

Crowded game table

Back in January KREM Spokane, Wash., launched a long-term contest for 50,000 players, competing for an average 10 prizes daily. The station mailed out 50,000 "Lucky Dial" gadgets, designed to attach to telephones and listing the KREM number and space for writing in emergency numbers. In addition, each dial carries a separate numerical designation enabling the owner to play the Lucky Dial game. When a number is drawn, it is announced on the air, and the winner telephones KREM to claim his prize.

KREM-TV has been enlisted in the radio promotion to show prizes, which include merchandise ranging from small items to a $1,100 motor boat and cumulative cash awards in units of $12, commemorating KREM's 12th anniversary. The Lucky Dial promotion continues, with winners exchanging old dials for freshly numbered ones when they pick up prizes at the KREM studios.

here is... modern radio

MODERN RADIO IS THE FASHION THIS SPRING IN SOUTH PARIS (Maine). TO WIT:

"WKTQ IS A NEW SUBSCRIBER—AND A HAPPY ONE! WE PAID FOR THE SERVICE THE FIRST WEEK BY SECURING A RESTAURANT WITH A TAILOR-MADE JINGLE, 5-A-WEEK BASIS, YEAR 'ROUND".

GO MUSICAL . . . GO MODERN . . . ASK ABOUT RADIO HUCKSTERS & AIRLIFTS SERVICE TODAY!

LANG-WORTH FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE: JUdson 6-5700

Drumbeats

• The two commercial radio outlets in Evanston, Ill., got some practical support last month, reports WEAW-AM-FM Evanston, when the city's Chamber of Commerce arranged with all local car dealers to set two of the push buttons on new car radios to WEAW-AM-FM and WNMP Evanston. Printed tags affixed to the radios read: "We hope you will make Evanston your shopping headquarters. . . . For your listening pleasure we have adjusted two of your car radio selector buttons to Evanston's two fine radio stations."

• WFBM-TV Indianapolis, Ind., has announced one of the most successful "mail pulls" in the history of the station in the wake of 10 announcements for Rodney Zig-Zag Sewing Machines. Rodney's announcements offered a sewing machine to the viewer who could make the most words from the letters in "sewing machine." A total of 6,458 entries came from 349 communities.

• Two late evening spot announcements "for women only" pulled more than 300 postcards from women who wrote in for free potholders offered by General Electric on WCKR Miami. The two announcements to the ladies were scheduled before and after a "masculine" program—an NCAA championship basketball game.

• A. H. (Chris) Christensen, newly-appointed advertising and sales promotion manager of KPIX (TV) San Francisco, has won a trip to Paris for his promotion efforts on behalf of ABC-TV's "Operation Daybreak," while at his former post, WJZ-TV Baltimore, Md. His promotion is well remembered among New York, Chicago and Philadelphia timebuyers, who received live roosters as part of the theme, "Something to Crow About."

• Longview Hospital in Cincinnati has named a new skating rink after Bob Braun, air personality of WLW-WLWT (TV) Cincinnati. Money derived from "Bob Braun Appreciation Day" (attended by 6,500 teenagers) financed skates for children at the hospital.

• WTVJ (TV) Miami, Fla., has published a 32-page *Ten Year Report*, tracing the station's history in narration and pictures.

• The annual "Tiny Tots Concert" by the National Symphony Orchestra sponsored by WGMS-AM-FM Washington was sold out after two weeks of promotionspots. When the 1,200 seats were gone, WGMS scheduled a stereophonic broadcast for those who could not attend.

• Teams came from 13 schools to compete in this year's Girls Basketball Tournament, co-sponsored for the 12th year by CHAB Moose Jaw, Sask., with the local basketball association. Participants in the two-day event came from extreme points in western Canada.

• KIRO-AM-TV Seattle won a Paul Bunyon "Blue Ox" award for its coverage of international talks in the Columbo Conference in Seattle during October 1958. Awards are given annually to organizations doing the most to focus national attention on the Seattle area.

WOR-TV to host mediamen

WOR-TV New York will be host this week to KHJ-TV Los Angeles for the latter's presentation to New York timebuyers, media supervisors and account executives. KHJ-TV's "new sound in sight" programming will be featured in two special telecasts (April 7 and 9, 11:40 a.m.-noon). Under the new station format (BROADCASTING, March 30), all KHJ-TV programs and features are showcased with original orchestrations and animation. Both KHJ-TV and WOR-TV are owned and operated by RKO Teleradio Pictures Inc.

Striped pants salesman

WAVY - TV Norfolk - Portsmouth, Va., has a new salesman on the street. He's 13 years old and wears striped pants, cutaway, Homburg and ascot tie. Young Allan Smith is charged with execution of WAVY-TV's new client merchandising plan, "The Ambassador Service." The station sends its emissary to call on retailers, brokers, and others, spreading good will for WAVY-TV advertisers. In official calls for the first product to get the ambassador treatment, Esquire shoe polish, the envoy distributed gift shoe shine kits.

Ear on Russian agriculture

Agricultural practices on U.S.S.R. collective farms is the subject of a series broadcast by WREM Remsen, N.Y., April 1-4. The programs, comprising tapes sent by Radio Moscow, were the first in a series of international farm broadcasts projected by WREM, which serves a dairy district. The station plans to air tapes from England, Norway, Mexico and Japan.

WBAL bumper promotion

The "modern sounds of WBAL Baltimore" are being plugged on more than 8,000 car bumpers. A "Miss WBAL" tours Baltimore in a convertible automobile and selects cars bearing a WBAL sticker to present the drivers with RCA portable radios. Listeners get the stickers by writing to WBAL.

SUCCESSFUL
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Stainless
TOWERS

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NORTH WALES • PENNSYLVANIA

TV NETWORK SHOWSHEET

THE PROGRAMS, THE SCHEDULES, THE SPONSORS *Published first issue in each quarter*

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live. All times are NYT.

SUNDAY MORNING

10-11 a.m.
ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.
NBC-TV No network service.

11 a.m.-Noon
ABC-TV No network service.
CBS-TV 11-11:30 *Eye on New York*, sust., L; 11:30-12 *Camera Three*, sust., L.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.
ABC-TV 12-12:30 *Bishop Pike*, sust., L; 12:30-1 *Johns Hopkins File*, sust., L.
CBS-TV No network service.
NBC-TV No network service.

1-2 p.m.
ABC-TV 1-1:30 *College News Conference*, sust., L; 1:30-2 No network service.
CBS-TV No network service.
NBC-TV 1-1:30 No network service; 1:30-1:45 (to be announced); 1:45-2 *Leo Durocher's Warmup* (preceding *Major League Baseball*).

One hundred eleven* national and regional spot advertisers know **Terre Haute is not covered effectively by outside TV**

*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

2-3 p.m.
ABC-TV No network service.
CBS-TV 2-conclusion *Baseball Game of the Week*, part., L; 2:30-3:30, on 4/5 only, *The Great Challenge*, sust.
NBC-TV 2-conclusion *Pro Basketball*, Bayuk, Gen. Mills, L; 2-5 *Major League Baseball* starts 4/12, Phillies Cigars (½ network), Anheuser-Busch (½ regional), L.

3-4 p.m.
ABC-TV 3-3:30 *Open Hearing*, sust., L; 3:30-4 No network service.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

4-5 p.m.
ABC-TV No network service.
CBS-TV 4-4:30 *Face the Nation* (ends 4/5), sust.; 4:30-5 *Behind the News*, sust.
NBC-TV *Baseball*, cont.

5-6 p.m.
ABC-TV 5-5:30 *Paul Winchell Show*, Hartz Mountain Products, General Mills, L; 5:30-6 *Lone Ranger*, Gen. Mills, Cracker Jack, Fritos Co., F.
CBS-TV 5-5:30 *G. E. College Bowl*, Gen. Electric, L; 5:30-6 *Original Amateur Hour*, Pharmaceuticals, L.
NBC-TV 5-6 *Omnibus*, Aluminium Ltd., L. alt. with *NBC Kaleidoscope*, sust., L.

SUNDAY EVENING

6-7:30 p.m.
ABC-TV 6-7 No network service; 7-7:30 *You Asked for It*, Skippy Peanut Butter, F.
CBS-TV 6-6:25 *Small World*, Olin Mathieson, L; 6:25-6:30 *CBS News*, sust., L; 6:30-7 *Twentieth Century*, Prudential Life, F; 7-7:30 *Lassie*, Campbell Soup, F.
NBC-TV 6-6:30 *Meet the Press*, sust., L; 6:30-7 *Chet Huntley Reporting*, sust., L; 7-7:30 *Saber of London*, Sterling Drugs, F.

7:30-8 p.m.
ABC-TV 7:30-8 *Maverick*, Kaiser, Drackett, F.
CBS-TV 7:30-8 *Jack Benny Show*, alt. with *Bachelor Father*, American Tobacco, F.
NBC-TV 7:30-8:30 *Steve Allen Show*, du Pont, Helene Curtis, RCA, L.

8-9 p.m.
ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Lawman*, Reynolds Tobacco, Gen. Mills, F.
CBS-TV 8-9 *Ed Sullivan Show*, Mercury Cars and Eastman Kodak, L.
NBC-TV 8-8:30 *Steve Allen Show*, cont.; 8:30-9 *The Lawless Years*, (no sponsor), starts 4/5, F.

9-10 p.m.
ABC-TV 9-9:30 *Colt .45*, Beech-Nut, Life Savers, Colgate-Palmolive, Ritchie, F; 9:30-10 *Deadline for Action*, sust., F.
CBS-TV 9-9:30 *GE Theatre*, Gen. Electric, F; 9:30-10 *Alfred Hitchcock*, Bristol-Myers, F.
NBC-TV 9-10 *Chevy Show*, Chevrolet, L.

10-11 p.m.
ABC-TV 10-10:30 *Deadline for Action*, cont.; 10:30-11 *Meet McGraw*, Alberto-Culver, F.
CBS-TV 10-10:30 *Richard Diamond*, P. Lorillard, F; 10:30-11 *What's My Line*, Kellogg, Sunbeam, L.
NBC-TV 10-10:30 *Lorretta Young Show*, P&G, F.; 10:30-11 No network service.

11-11:15 p.m.
ABC-TV No network service.
CBS-TV 11-11:15 *Sunday News Special*, Whitehall alt. with Carter, L.
NBC-TV 11-11:15 No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.
ABC-TV No network service.
CBS-TV 7-8 No network service.
NBC-TV 7-8 *Today*, Am. Agricultural Chemical Co., California Prune, du Pont, GE, Grove Labs, Heinz, Nat'l Presto Industries, Outboard Marine, Rock of Ages, Block Drug, MarPro Inc., L.

8-9 a.m.
ABC-TV No network service.
CBS-TV 8-8:45 *Captain Kangaroo*, part., L; 8:45-9 *CBS Morning News*, sust., L.
NBC-TV 8-9 *Today*, cont.

9-10 a.m.
ABC-TV No network service.
CBS-TV 9-10 No network service.
NBC-TV 9-10 *Today*, cont.

10-11 a.m.
ABC-TV No network service.
CBS-TV 10-10:30 *Morning Playhouse*, sust., L; 10:30-11 *Arthur Godfrey Time*, Standard Brands, Hoover, Libby, Glamorene, U.S. Steel, Supphose, Gen. Foods, L.
NBC-TV 10-10:30 *Dough Re Mi*, Armour, Nabisco, L; 10:30-11 *Treasure Hunt*, Alberto-Culver, Armour, Brillo, Heinz, Gold Seal, Corn Products, P&G, Frigidaire, Sterling Drug, Gen. Mills, Whitehall, Lever, Chesebrough-Pond's (4/3), L.

11 a.m.-Noon
ABC-TV No network service.
CBS-TV 11-11:30 *I Love Lucy*, Lever, Gen. Foods, Gerber, Block Drugs, Scott, S.C. Johnson, Dow Chemical, Kodak, F; 11:30-12 *Top Dollar*, Colgate, L.
NBC-TV 11-11:30 *The Price Is Right*, Alberto-Culver, Chesebrough-Pond's, Corn Products, Frigidaire, Gen. Mills, Lever, Miles Labs, Standard Brands, Sunshine, Sterling Drug, Whitehall, Heinz (4/8), Dixie Cup (4/1), L; 11:30-12 *Concentration*, Armour, Alberto-Culver, Chesebrough-Pond's, Frigidaire, Heinz, Lever, Miles Labs, Nabisco, Whitehall Labs, Bauer & Black, Nestle (4/23), Tintex (4/6), L.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING & LATE NIGHT

Noon-1 p.m.
ABC-TV 12-1 *Buddy Deane Show*, participating, L.
CBS-TV 12-12:30 *Love of Life*, American Home Products, Block Drugs, Atlantis, Dow Chemical, Quaker Oats, Lever, Scott, Gen. Mills, Toni, sust.; 12:30-12:45 *Search for Tomorrow*, P&G, L; 12:45-1 *Guiding Light*, P&G, L.
NBC-TV 12-12:30 *Tic Tac Dough*, Alberto-Culver, Chesebrough - Pond's, Gen. Mills, Heinz, P&G, Standard Brands, Gold Seal, Sunshine Biscuit, L; 12:30-1 *It Could Be You*, Alberto-Culver, Armour, Brillo, Corn Products, Miles Labs, P&G, Standard Brands, Whitehall, Tintex (4/18); Nestle (4/22); Nabisco (4/9) L.

1-2 p.m.
ABC-TV 1-1:30 *Music Bingo*, part., L; 1:30-2 No network service.
CBS-TV 1-1:25 No network service; 1:25-1:30 *Network News*, sust., L; 1:30-2 *As the World Turns*, Carnation, P&G, Quaker Oats, Pillsbury, Swift, Sterling Drug, Miles, Libby, L.
NBC-TV 1-2 No network service.

2-3 p.m.
ABC-TV 2-2:30 *Day In Court*, part., L; 2:30-3 *Gale Storm Show*, part., F.
CBS-TV 2-2:30 *Jimmy Dean Show*, Brown & Williamson, Libby, S. C. Johnson, Miles, Gerber, Gen. Foods, Lever, Gen. Mills, Armstrong, Toni, Van Camp, Supphose and sust. segments, L; 2:30-3 *Art Linkletter's Houseparty*, Kellogg, Lever, Pillsbury, Swift, Standard Brands, Toni, Staley, Chicken o' the Sea, Atlantis, Carnation, L.
NBC-TV 2-2:30 *Queen for a Day*, Tintex (4/23), Kleinert, Alberto-Culver (4/28), Miles Labs (4/2), Nabisco, L; 2:30-3 *Haggis Baggis*, part., L.

3-4 p.m.
ABC-TV 3-3:30 *Beat the Clock*, participating, L; 3:30-4 *Who Do You Trust?*, part., L.
CBS-TV 3-3:30 *The Big Payoff*, Colgate-Palmolive and sust., L; 3:30-4 *The Verdict Is Yours*, American Home Products, Gen. Mills, Toni, Swift, Atlantis, Standard Brands, S. C. Johnson, Carnation, Lever, Quaker Oats, Libby, Sterling Drug, Scott, L.
NBC-TV 3-3:30 *Young Dr. Malone*, P&G, Nabisco, E.E.I., L; 3:30-4 *From These Roots*, P&G, L.

4-5 p.m.
ABC-TV 4-5 *American Bandstand*, participating, L.
CBS-TV 4-4:15 *The Brighter Day*, P&G, L; 4:15-4:30 *Secret Storm*, American Home Products, Quaker Oats, Gen. Mills, Scott, L; 4:30-5 *Edge of Night*, P&G, S. C. Johnson,

Atlantis, Pet Milk, Gen. Foods, American Home Products, Miles, Pillsbury, Sterling Drug and sust., L.
NBC-TV 4-4:30 *Truth or Consequences*, Alberto-Culver (4/9), Chesebrough-Pond's, Corn Products, Sterling Drug, P&G, Standard Brands, Whitehall, L; 4:30-5 *County Fair*, Frigidaire, Gen. Mills, Heinz, Lever, Gold Seal, Sterling Drug, Dixie Cup (4/3), E.E.I., Kleinert, L.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, co-op, L; 5:30-6 (Mon., Wed., Fri.) *Mickey Mouse Club*, participating, F, (Tues. & Thurs.) *Adventure Time*, participating, F.
CBS-TV No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-7:15 No network service; 7:15-7:30 *News*, sust., L.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, (Mon. & Thurs.), American Home Products, (Tues.) Philip Morris, alt. with du Pont, (Wed.) Gen. Foods alt. with Carter, (Fri.) Equitable alt. with Florida Citrus, L; 7-7:15 No network service; 7:15-7:30 *News*, (Mon. & Thurs.), American Home Products, (Tues.) Philip Morris alt. with du Pont, (Wed.) Gen. Foods alt. with Carter, (Fri.) Equitable alt. with Florida Citrus, L.
NBC-TV No network service.

11:15 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 11:15 p.m.-1 a.m. *Jack Paar Show*, Alberto-Culver, American Marietta, Bristol-Myers (5/4), Hagon Chemicals, General Electric (4/21), Gen. Foods, Block Drug, RCA, Pharmacraft, Philip Morris, Polaroid, Sandura, Studebaker-Packard, E. R. Wagner, W. F. Schrafft & Sons (4/21), Kayser-Roth, Burgess Vibrocrafters (4/23), Dixie Cup (4/23), Marpro (4/10), Mennen, Realemon-Puritan, Reardon (4/13), Shakespeare, Weatherproof (5/5), York (5/13), L.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Texas Rangers*, Sweets Co., F. (every third week *Shirley Temple's Storybook*, John H. Breck, F.)
CBS-TV 8-8:30 *The Texan*, Brown & Williamson, alt. with Lever, F; 8:30-9 *Father Knows Best*, Lever, Scott Paper, F.
NBC-TV 7:30-8 *Buckskin*, P&G, F.

8-9 p.m.

ABC-TV 8-8:30 *Polka-Go-Round*, sust., L (every third week, *Shirley Temple's Storybook*, cont.); 8:30-9 *Bold Journey*, Ralston Purina, F.
CBS-TV 7:30-8 *Name That Tune*, American Home Products, L.
NBC-TV 8-8:30 *Restless Gun*, P&G, Sterling Drug, F; 8:30-9 *Tales of Wells Fargo*, American Tobacco, Buick, F.

9-10 p.m.

ABC-TV 9-9:30 *Voice of Firestone*, Firestone Tire & Rubber, L; 9:30-10 *This Is Music*, sust., L.
CBS-TV 9-9:30 *Danny Thomas Show*, Gen. Foods, F; 9:30-10 *Ann Sothern Show*, Gen. Foods, F.
NBC-TV 9-9:30 *Peter Gunn*, Bristol-Myers, F; 9:30-10 *Alcoa/Goodyear Theatre*, Alcoa alt. with Goodyear, F.

10-11 p.m.

ABC-TV 10-10:30 to be announced; 10:30-10:45 *John Daly & the News*, Lorillard, L.
CBS-TV 10-11 *Desilu Playhouse*, Westinghouse, F.
NBC-TV 10-10:30 *Arthur Murray Party*, Lorillard, Pharmaceuticals, tape.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Cheyenne*, alt. with *Sugarfoot*, J&J, Harold F. Ritchie, Armour, American Chicle, Luden's, R. J. Reynolds, F.
CBS-TV 7:30-8 *Stars in Action*, sust., F.
NBC-TV 7:30-8 *Dragnet*, Mennen alt. with P&G, F.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne* or *Sugarfoot*, cont.; 8:30-9 *Wyatt Earp*, Gen. Mills, P&G, F.
CBS-TV 8-8:30 *Playhouse of Mystery*, sust., F; 8:30-9 *To Tell the Truth*, Carter, Marlboro, L.
NBC-TV 8-8:30 *Pete Kelly's Blues*, Liggett & Myers, F; 8:30-9 *Jimmy Rodgers Show*, Liggett & Myers, L.

9-10 p.m.

ABC-TV 9-9:30 *Rifleman*, Miles Labs, Ralston Purina, P&G, F; 9:30-10 *Naked City*, Brown & Williamson, Whitehall Labs, F.
CBS-TV 9-9:30 *Arthur Godfrey Show*, Pharmaceuticals, L; 9:30-10 *Red Skelton Show*, S. C. Johnson, Pet Milk, F.
NBC-TV 9-9:30 *George Burns Show*, ends 4/14, Colgate, F; starts 4/21 *Californians*, Singer, Lipton, F. 9:30-10 *Bob Cummings Show*, Reynolds, Hazel Bishop (3/17-4/14), Bulova (5/12-6/9), F.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents*, Aluminum Co., F; 10:30-10:45 *John Daly & the News*, P. Lorillard, L.
CBS-TV 10-11 *Garry Moore Show*, Revlon, Kellogg, Pittsburgh Plate Glass, L.
NBC-TV 10-10:30 starts 4/7 *David Niven Show*, Singer alt. weeks, F.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Plymouth Show - Lawrence Welk*, Plymouth, L.
CBS-TV 7:30-8 *Twilight Theatre*, sust., L.
NBC-TV 7:30-8 *Wagon Train*, Ford, National Biscuit, Reynolds Tobacco, F.

8-9 p.m.

ABC-TV 8-8:30 *Plymouth Show*, cont.; 8:30-9 *Ozzie & Harriet*, Eastman Kodak, Quaker Oats, F.
CBS-TV 8-8:30 *Keep Talking*, Mutual of Omaha, L; 8:30-9 *Trackdown*, Socony alt. with American Tobacco, F.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *The Price is Right*, Speidel, Lever, L.

9-10 p.m.

ABC-TV 9-9:30 *Donna Reed Show*, Campbell Soup, F; 9:30-10 *Accused*, sust., L.
CBS-TV 9-9:30 *The Millionaire*, Colgate, F; 9:30-10 *I've Got a Secret*, R. J. Reynolds, L.
NBC-TV 9-9:30 *Kraft Music Hall*, Kraft, L; 9:30-10 *Bat Masterson*, Kraft/Sealtest, F.

10-11 p.m.

ABC-TV 10-10:45 *Wednesday Night Fights*, Miles Labs, Mennen, L; 10:45-11 *John Daly & the News*, Lorillard, L.
CBS-TV 10-11 *U.S. Steel Hour*, U.S. Steel, alt. with *Armstrong Circle Theatre*, Armstrong Cork, L
NBC-TV 10-10:30 *This Is Your Life*, P&G, L.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Leave it to Beaver*, Miles, Ralston, F.
CBS-TV 7:30-8 *I Love Lucy*, Clairol, Pillsbury, F.
NBC-TV 7:30-8 *Jefferson Drum*, ends 4/23, sust., L; start 4/30 new program to be announced.

8-9 p.m.

ABC-TV 8-8:30 *Zorro*, Seven-Up, A.C. Sparkplug, F; 8:30-9 *The Real McCoys*, P&G, F.
CBS-TV 8-8:30 *December Bride*, Gen. Foods, F; 8:30-9 *Yancy Derringer*, S.C. Johnson, F.
NBC-TV 8-8:30 *Steve Canyon*, L&M, F; 8:30-9 *It Could Be You*, Pharmaceuticals, L.

9-10 p.m.

ABC-TV 9-9:30 *Pat Boone Chevy Showroom*, Chevrolet, L; 9:30-10 *Rough Riders*, P. Lorillard, F.
CBS-TV 9-9:30 *Zane Grey Theatre*, S.C. Johnson, Gen. Foods, F; 9:30-10 *Playhouse 90*, American Gas Assn., Elgin, Kimberly-Clark, R. J. Reynolds, All State Insurance, P&G, F.
NBC-TV 9-9:30 *Behind Closed Doors*, Liggett & Myers alt. with American Home Products, F; *Laugh Line* starts 4/16, American Home Products, L; *Bachelor Father* starts 6/18, American Home Products alt. with American Tobacco, F; 9:30-10 *Tennessee Ernie Ford*, Ford Motors, L.

10-11 p.m.

ABC-TV 10-10:30 (to be announced); 10:30-10:45 *John Daly & the News*, Lorillard, L.
CBS-TV 10-11 *Playhouse 90*, cont.
NBC-TV 10-10:30 *You Bet Your Life*, Lever alt. with Toni, F; 10:30-11 *Masquerade Party*,

The very air in the PRESTO plant is washed with water pumped at 250 gallons a minute from our own private well. The technicians who inspect each PRESTO disc have been on the job for a minimum of 15 years, and have the keen eyes that insure perfection on a scale no mechanical equipment can match. Ask for PRESTO when you order. You'll always know that your discs are PRESTO-perfect.

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Since 1934 the world's most carefully made recording discs and equipment.

P. Lorillard, Hazel Bishop, L.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Rin Tin Tin*, National Biscuit, F.
CBS-TV 7:30-8 *Your Hit Parade*, American Tobacco, L.
NBC-TV 7:30-8 *Northwest Passage*, sust., F.

8-9 p.m.

ABC-TV 8-9 *Walt Disney Presents*, Reynolds Metals, Hudson Pulp & Paper, Hills Bros., Quaker Oats, F.
CBS-TV 8-9 *Rawhide*, Lever, Pharmaceuticals, Gulf, Allied Van Lines, F.
NBC-TV 8-9 *Ellery Queen*, RCA alt. Helene Curtis, F.

9-10 p.m.

ABC-TV 9-9:30 *Tombstone Territory*, Philip Morris, Lipton, F; 9:30-10 77 *Sunset Strip*, American Chicle, Whitehall, Carter, Ritchie, F.
CBS-TV 9-9:30 *Phil Silvers*, Reynolds, Schick, F; 9:30-10 *Schlitz Playhouse*, Schlitz, F., alt. with *Lux Playhouse*, Lever, F.
NBC-TV 9-9:30 *M-Squad*, American Tobacco & Bulova, F; 9:30-10 *The Thin Man*, Colgate, F.

10-11 p.m.

ABC-TV 10-10:30 77 *Sunset Strip*, cont.; 10:30-10:45 *John Daly & the News*, Lorillard, L.
CBS-TV 10-10:30 *The Lineup*, P&G, F; 10:30-11 *Person to Person*, P. Lorillard, alt. with Revlon, L.
NBC-TV 10-10:45 *Cavalcade of Sports*, Gillette, L; 10:45-11 *Phillies Jackpot Bowling*, Bayuk Cigars, L.

SATURDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Captain Kangaroo*, sust., L; 10:30-11 *Mighty Mouse*, Gen. Foods alt. with Colgate-Palmolive Inc., F.
NBC-TV 10-10:30 *Howdy Doody*, Continental Baking, ½ weekly, L; 10:30-11 *Ruff & Reddy*, Gen. Foods, alt. with Mars Inc. & Borden, F.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-11:30 *Heckle and Jeckle*, Swift, Gen. Mills, sust., F; 11:30-12 *Adventures of Robin Hood*, Colgate Palmolive and sust., F.
NBC-TV 11-11:30 *Fury*, Gen. Foods alt. with Borden, F; 11:30-12 *Circus Boy*, Mars Inc., alt. sust., F.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-1 *Uncle Al Show*, National Biscuit, L.
CBS-TV No network service.
NBC-TV 12-12:30 *True Story*, Sterling Drug, F; 12:30-1 *Detective's Diary*, Sterling Drug, F.

1-2 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *(Leo Durocher's Warmup*—10 min. preceding *Major League Baseball)* starts 4/11 *Major League Baseball* (time varies), Phillies Cigars (½ network), National Brewing (½ regional), Anheuser-Busch (½ regional), Genessee Brewing (¼ regional), L.

SPECIAL PROGRAMS ON NETWORK TV

CBS-TV

April 10: 9-10 p.m.
Swing Into Spring, Texas Co.
April 13: 10-11 p.m.
Lucille Ball-Desi Arnaz Show, Westinghouse.
April 23: 8-9:30 p.m.
The Browning Version, du Pont.
April 24: 9:30-10:30 p.m.
The Gene Kelly Show, Pontiac.
April 26: 9-11 p.m.
Meet Me in St. Louis, Westclox, Philco.
May 2: 5:15-5:45 p.m.
The Kentucky Derby, Gillette.
May 16: 5:30-6 p.m.
The Preakness, Gillette.
May 23: 8:30-9:30 p.m.
Jack Benny Variety Show, Greyhound, Benrus.
May 25: 9:30-11 p.m.
du Pont Show of the Month, du Pont.
June 3: 9-10 p.m.
Holiday U.S.A., Texas Co.
June 13: 4:30-5 p.m.
Belmont Stakes, Gillette.

NBC-TV

April 6: 10:30-12 midnight.
Academy Award Presentations, Academy of Motion Picture Arts & Sciences.
April 9: 8-9 p.m.
Music special, title to be announced, AT&T.
April 12: 1-1:30 p.m.
Frontiers of Faith, sust.
April 12: 4:30-5 p.m.
Wisdom, sust.
April 12: 5-6 p.m.
Omnibus, sust.
April 15: 9-10 p.m.
Bob Hope Show, Buick.
April 19: 1-1:30 p.m.
Wisdom, sust.
April 19: 1:30-2 p.m.
Frontiers of Faith, sust.
April 19: 5-6 p.m.
World Congress of Flight, General Motors.
April 26: 1-1:30 p.m.
Wisdom, sust.
April 26: 1:30-2 p.m.
Frontiers of Faith, sust.
April 26: 5-6 p.m.
Omnibus, sust.
April 26: 6-7 p.m.
Tournament of Champions (golf), Bayuk cigars.
April 28: 9:30-11 p.m.
Hallmark Hall of Fame, Hallmark.
May 3: 4-4:30 p.m.
Wisdom, sust.
May 3: 4:30-5 p.m.
Frontiers of Faith, sust.
May 3: 5-6 p.m.
Kaleidoscope, Polaroid.
May 3: 8-9 p.m.
Dean Martin Show, Timex.
May 3: 10-11 p.m.
Sid Caesar and Art Carney, Rexall
May 6: 10-11:30 p.m.
Emmy Awards, Procter & Gamble and Benrus.
May 10: 4-4:30 p.m.
Wisdom, sust.
May 10: 4:30-5 p.m.
Frontiers of Faith, sust.
May 10: 5-6 p.m.
Omnibus, sust.
May 15: 10-11 p.m.
Bob Hope Show, Buick.
May 17: 1:30-2 p.m.
Frontiers of Faith, sust.
May 17: 5-6 p.m.
Kaleidoscope, sust.
May 24: 5-6 p.m.
To be announced, Avco.
June 13: 4:30-6 p.m.
U.S. Open Golf Championship, Eastman Chemical.

2-7:30 p.m.

ABC-TV No network service.
CBS-TV 2 to conclusion, *Baseball Game of the Week*, starts 4/11, part., L; 5:30-6 *Lone Ranger*, Nestle alt. with Gen. Mills, F; 6-7:30 No network service.
NBC-TV No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Dick Clark Show*, Beech-Nut, Life Savers, L.
CBS-TV 7:30-8 *Perry Mason*, Colgate, Gulf, Hamm, H.L. Moores, Van Heusen, Philip Morris, Sterling Drug, F.
NBC-TV 7:30-8 *People Are Funny*, R.J. Reynolds alt. with Toni, F.

8-9 p.m.

ABC-TV 8-9 *Jubilee, U.S.A.*, Massey-Ferguson, Williamson-Dickie, Hill Bros., Carter Products, Greyhound, L.
CBS-TV 8-8:30 *Perry Mason*, cont., F; 8:30-9 *Wanted Dead or Alive*, Brown & Williamson, F.
NBC-TV 8-9 *Perry Como Show*, American Dairy, Noxzema, RCA/Whirlpool, Sunbeam, Chemstrand, Elgin, Polaroid, Kimberly-Clark, Maybelline (various ½ hours), L.

9-10 p.m.

ABC-TV 9-10 *Dodge Dancing Party*, Dodge, L.
CBS-TV 9-9:30 *The Gale Storm Show*, Nestle, Lever, F; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall, F.
NBC-TV 9-9:30 *Black Saddle*, Colgate alt. with Liggett & Myers, F; 9:30-10 *Cimarron City*, Consolidated Cigars (various days ⅓ sponsorship), Greyhound (⅓ to April 18) Helene Curtis (various ⅓ through May 2), Mennen (½ alt. weeks), P&G (⅓ various weeks), F.

10-11 p.m.

ABC-TV 10-10:30 *Sammy Kaye*, Manhattan Shirt, L.
CBS-TV 10-10:30 *Gunsmoke*, Liggett & Myers, Remington Rand, F; 10:30-11 *Markham*, Schlitz starts 4/25, F.
NBC-TV 10-10:30 *Cimarron City*, cont.; 10:30-11 *D.A.'s Man*, Liggett & Myers, F.

RADIO NETWORK SHOWSHEET

SUNDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *News*, sust.; 7:35-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:30 *Radio Bible Class*, Radio Bible Class; 8:30-9 *Wings of Healing*, Dr. Thomas Wyatt.
CBS 8-8:15 *World News Roundup*, sust.; 8:15-8:30 No network service; 8:30-9 *Sunday Morning Gatherin'*.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *News*, co-op; 8:35-9 *America's Top Tunes*, co-op.
NBC 8-8:05 *News*, sust.; 8:05-8:15 *Great Choirs of America*, sust.; 8:15-8:30 *Faith in Action*, sust.; 8:30-9 *Bible Study Hour*, Evangelical Foundation.

9-10 a.m.

ABC 9-9:30 *Oral Roberts*, Oral Roberts Evangelistic Assn.; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc.
CBS 9-9:05 *CBS News*, sust.; 9:05-9:15 No network service; 9:15-9:30 *Entertainment, USA*, sust.; 9:30-10 No network service.
MBS 9-9:30 *Wings of Healing*, Wings of Healing; 9:30-10 *Back to God*, Christian Reformed Church.
NBC 9-9:05 *News*, sust.; 9:05-9:15 *World News Roundup*, co-op; 9:15-9:30 *Art of Living*, sust.; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc. (split network with *Bible Study Hour*, Evangelical Foundation, on remainder of network).

10-11 a.m.

ABC 10-10:05 *Weekend News*, Hudson Vitamin; 10:05-10:30 *Message of Israel*, sust.; 10:30-10:55 *Negro College Choirs*, sust.; 10:55-11 *Weekend News*, Hudson Vitamin.
CBS 10-10:05 *CBS News*, Chevrolet; 10:05-11 No network service.
MBS 10-10:30 *Radio Bible Class*, Radio Bible Class; 10:30-11 *Voice of Prophecy*, Voice of Prophecy Inc.
NBC 10-10:05 *News*, sust.; 10:05-10:30 *National Radio Pulpit*, sust.; 10:30-11 *Monitor*, part. (10:30-11 split network with *Voice of*

Prophecy on portion of network and *Bible Study Hour* on remainder).

11 a.m.-Noon

ABC 11-11:30 No network service; 11:30-11:55 *Christian In Action*, sust.; 11:55-12 *Weekend News*, Hudson Vitamin.
CBS 11-11:05 *CBS News*, Chevrolet; 11:05-11:30 No network service; 11:30-12 *Salt Lake City Tabernacle Choir*, sust.
MBS 11-11:15 *Frank & Ernest*, Dawn Bible Class; 11:15-11:30 *How Christian Science Heals*, First Church of Christ Scientist; 11:30-11:35 *News*, sust.; 11:35-11:40 *Inside Report on the Space Age*, sust., 11:40-12 *United Nations Around the World*, sust.
NBC 11-12 *Monitor*, part. (11:30-12 split network with *Voice of Prophecy* on portion of network and *Bible Study* on remainder).

SUNDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:30 No network service; 12:30-12:35 *Weekend News*, sust.; 12:35-12:55 *Moods in Melody*, sust.; 12:55-1 *Weekend News*, sust.
CBS 12-12:05 *CBS News*, sust.; 12:05-12:15 *Charles Collingwood*; 12:15-12:30 *Howard K. Smith*; 12:30-1 No network service.
MBS 12-12:05 *News*, co-op; 12:05-12:10 *Inside Report on VIPs*, sust.; 12:10-12:30 *America's Top Tunes*, co-op; 12:30-12:35 *Sports with Frankie Frisch*, Quaker State Oil Refining; 12:35-1 *America's Top Tunes*, co-op.
NBC 12-12:30 *Monitor*, part.; 12:30-1 *The Eternal Light*, sust. (split network with *Voice of Prophecy* on certain stations).

1-2 p.m.

ABC 1-1:15 *Voice of NAM*; 1:15-1:30 *As We See It*, sust.; 1:30-1:55 *Pilgrimage*, sust.; 1:55-2 *Weekend News*, R.J. Reynolds, Grey Rock Div. of Raybestos Manhattan.
CBS 1-1:05 *CBS News*, sust.; 1:05-2 No network service.
MBS 1-1:05 *News*, co-op; 1:05-1:30 *America's Top Tunes*, co-op; 1:30-1:35 *News*, co-op; 1:35-2 *America's Top Tunes*, co-op.
NBC 1-1:30 *Monitor*, part.; 1:30-2 *The Lutheran Hour*, Lutheran Layman's League (split network with *Eternal Light* on certain stations).

2-3 p.m.

ABC 2-2:30 No network service; 2:30-3 *Herald of Truth*, Highland Church of Christ.
CBS 2-2:05 *CBS News*, Chevrolet; 2:05-3 *Cleveland Orchestra*, sust.
MBS 2-2:30 *Warm-Up* and *Game of the Day*; 2:30-2:35 *News*, sust.
NBC 2-2:30 *Monitor*, part.; 2:30-3 *The Catholic Hour*, sust.

3-4 p.m.

ABC 3-3:05 *Weekend News*, R.J. Reynolds, Grey Rock; 3:05-3:10 *Speaking of Sports*, sust.; 3:10-3:30 *Sammy Kaye Serenade*, sust.; 3:30-4 *Hour of Decision*, Billy Graham Evangelistic Assn.
CBS 3-3:05 *CBS News*, Chevrolet; 3:05-3:10 *News Analysis*, Delco; 3:10-4 No network service.
MBS 3-3:05 *News*, co-op; 3:05-3:30 *Game of the Day* cont.; 3:30-3:35 *News*, sust.; 3:35-4 *Game of the Day* cont.
NBC 3-4 *Monitor*, part.

4-5 p.m.

ABC 4-4:30 *Old Fashioned Revival Hour*, Gospel Broadcasting Co.; 4:30-5 *Radio Bible Class*, Radio Bible Class.
CBS 4-4:05 *CBS News*, sust.; 4:05-5 No network service.
MBS 4-4:05 *News*, co-op; 4:05-4:30 *Game of the Day* cont. and *Wrap-Up*; 4:30-4:35 *News*, Bon-Ami; 4:35-5 *America's Top Tunes*, co-op.
NBC 4-5 *Monitor*, part.

5-6 p.m.

ABC 5-5:30 *Dr. Bob Pierce*, World Vision Inc.; 5:30-6 No network service.
CBS 5-5:05 *CBS News*, Chevrolet; 5:05-5:30 *Yours Truly, Johnny Dollar*; 5:30-5:55 *Suspense*; 5:55-6 *News Analysis*, Delco.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *Reporters Roundup*, co-op; 5:30-5:35 *Sports*, Quaker State Oil; 5:35-5:45 *America's Top Tunes*, co-op; 5:45-5:50 *Inside Report on Health*, sust.; 5:50-5:55 *Inside Report on VIPs*, sust.; 5:55-6 *Inside Report on the Space Age*, sust.
NBC 5-6 *Monitor*, part.

SUNDAY EVENING

6-7 p.m.

ABC 6-6:15 *Monday Morning Headlines*, R.J. Reynolds, Grey Rock; 6:15-6:30 *Paul Harvey News*, Bankers Life & Casualty Co.; 6:30-6:45 *Quincy Howe*, sust.; 6:45-7 *George Sokolsky*, sust.
CBS 6-6:05 *CBS News*, Chevrolet; 6:05-6:30 *Have Gun, Will Travel*; 6:30-7 *Gunsmoke*.
MBS 6-6:15 *Walter Winchell*, Tangee and part.; 6:15-6:30 *Dr. Poling Answers*, Christian Herald Magazine; 6:30-6:35 *News*, sust.; 6:35-7 *Bill Stern's Sportsbeat*, co-op.
NBC 6-6:15 *Monitor*, part.; 6:15-6:30 *On the Line With Bob Considine*, Mutual of Omaha; 6:30-6:32:30 *Monitor*, part.; 6:32:30-7 *Meet the Press*, sust.

7-8 p.m.

ABC 7-7:05 *Speaking of Sports*, sust.; 7:05-7:15 *White House Report*, sust.; 7:15-7:30 *Overseas Assignment*, sust.; 7:30-7:35 *Weekend News*, sust.; 7:35-7:55 No network service; 7:55-8 *Weekend News*, R.J. Reynolds, Hudson Vitamin.
CBS 7-7:05 *CBS News*, Chevrolet; 7:05-7:10 *News Analysis*, Delco; 7:10-7:55 *Mitch Miller Show*; 7:55-8 *News Analysis*, Delco.
MBS 7-7:30 *Wings of Healing*, Wings of Healing; 7:30-7:35 *News*, sust.; 7:35-8 No network service.
NBC 7-8 *Monitor*, part.

8-9 p.m.

ABC 8-8:30 *Eleventh Hour Call*, Davidian Church of Seventh Day Adventists; 8:30-8:35 *Speaking of Sports*, sust.; 8:35-8:55 *Freedom Sings*, sust.; 8:55-9 *Weekend News*, R.J. Reynolds, Hudson Vitamins.
CBS 8-8:15 *World Tonight*, sust.; 8:15-9 No network service.
MBS 8-8:30 *Hour of Decision*, Billy Graham Evangelical Assn.; 8:30-8:35 *News*, sust.; 8:35-9 *America's Top Tunes*, co-op.
NBC 8-9 *Monitor*, part.

9-10 p.m.

ABC 9-9:05 *Speaking of Sports*, sust.; 9:05-9:30 *Startime, U.S.A.*, sust.; 9:30-9:55 *College News Conference*, sust.; 9:55-10 *News*, R.J. Reynolds, Hudson Vitamin.
CBS 9-9:05 *CBS News*, sust.; 9:05-9:30 No network service; 9:30-10 *Face the Nation*.
MBS 9-9:05 *News*, co-op; 9:05-9:30 *Science Is My Beat*, sust.; 9:30-9:35 *Sports with Frankie Frisch*, Quaker State Oil Refining; 9:35-9:45 *Virgil Pinkley*, co-op; 9:45-10 *Music Beyond the Stars*, co-op.
NBC *Monitor*, part.

10-11 p.m.

ABC 10-10:15 *Erwin Canham*, sust.; 10:15-10:30 No network service; 10:30-11 *Revival Time*, Assemblies of God.
CBS 10-10:05 *CBS News*, sust.; 10:05-11 No network service.
MBS 10-10:30 *Marian Theatre*, sust.; 10:30-10:35 *John T. Flynn*, America's Future; 10:35-10:45 *John T. Flynn*, co-op; 10:45-11 *Music Beyond the Stars*, co-op.
NBC 10-10:30 *Hour of Decision*, Billy Graham Evangelistic Assn. (split network with *Monitor*, part., on remainder of network); 10:30-11 *Back to God Hour*, Christian Reformed Church.

11 p.m.-Midnight

ABC 11-11:05 *Weekend News*, sust.; 11:05-11:55 No network service; 11:55-12 *Late News*, sust.
CBS No network service.
MBS 11-11:05 *News*, sust.; 11:05-11:30 *Okla-*

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homa City Symphony, sust.; 11:30-11:35 *News*, sust.; 11:35-12 *Oklahoma City Symphony*, sust.
NBC 11-12 *Monitor*, part.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC No network service.
CBS 7-7:05 *Rusty Draper Show*, R.J. Reynolds; 7:05-7:45 No network service; 7:45-7:50 *Ned Calmer News;* 7:50-7:55 No network service; 7:55-8 *CBS News*, R.J. Reynolds, Stewart-Warner.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *Sportsreel With Bill Stern*, Colgate; 7:35-7:45 No network service; 7:45-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:15 *News Around the World*, Colgate-Palmolive; 8:15-8:55 No network service; 8:55-9 *Paul Harvey—News*, Bankers Life & Casualty Co. of Chicago.
CBS 8-8:15 *CBS World News Roundup*, sust.; 8:15-9 No network service.
MBS 8-8:15 *News*, co-op; 8:15-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *Colgate Sports Reel*, Colgate; 8:35-9 No network service.
NBC No network service.

9-10 a.m.

ABC 9-10 *Breakfast Club*, Kretschmer, Clairol, KVP, Renuzit, Magla Products, Musselman, Staley, Hudson Vitamin, Ex-Lax, Rock of Ages, Parker Pen, Perkins Div. of Gen. Foods, Landers & Clark, American Home Products, Syn-Tex, Scholl.
CBS 9-9:05 *CBS News*, sust.; 9:05-10 *Arthur Godfrey Time*.
MBS 9-9:15 *Robert F. Hurleigh*, co-op; 9:15-9:30 *America's Top Tunes*, co-op; 9:30-9:35 *News*, Carter Products, Tangee, part. with Winston, Bon-Ami, Pepsi-Cola, Gen. Foods adjacencies; 9:35-10 *America's Top Tunes*, co-op.
NBC 9-9:05 *News*, part.; 9:05-9:30 No network service; 9:30-9:45 *World News Roundup*, co-op; 9:45-10 No network service.

10-11 a.m.

ABC 10-10:10 *The Peter & Mary Show*, Staley; 10:10-10:25 No network service; 10:25-10:30 *Commentary — Bob Fleming;* 10:30-10:55 No network service; 10:55-11 *Late News*, American Home, Ex-Lax, Pepsi-Cola.
CBS 10-10:05 *CBS News;* 10:05-10:30 *Houseparty;* 10:30-11 *Galen Drake Show*.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *Coffee Break*, sust.; 10:30-10:35 *News*, Dr. Caldwell's, Bon-Ami, Gen. Foods; 10:35-10:50 *Colgate Sportsreel*, Colgate; 10:50-10:55 *Fred Robbins — Assignment Hollywood*, co-op; 10:55-11 *Boris Karloff Presents*, co-op.
NBC 10-10:05 *News*, part.; 10:05-11 *My True Story*, part.

11 a.m.-Noon

ABC 11-11:25 No network service; 11:25-11:30 *Commentary—Bill Shadel*, sust.; 11:30-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-11:05 *CBS News;* 11:05-11:30 *Houseparty* (Central & Mountain only); 11:30-12 *Galen Drake Show* (Central & Mountain).
MBS 11-11:05 *News*, co-op; 11:05-11:30 *Coffee Break*, sust.; 11:30-11:35 *News;* 11:35-12 *America's Top Tunes*, co-op.
NBC 11-11:05 *News*, part.; 11:05-12 effective 4/27, *Bert Parks' Bandstand*, will be replaced by a, as yet unnamed, drama program.

MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:15 *Paul Harvey*, co-op; 12:15-12:20 No network service; 12:20-12:55 No network service; 12:55-1 *Late News*, sust.
CBS 12-12:05 *News*, sust.; 12:05-12:10 *Rusty Draper Show;* 12:10-12:30 No network service; 12:30-12:45 *Helen Trent;* 12:45-1 *Couple Next Door*.
MBS 12-12:05 *News*, sust.; 12:05-12:15 *America's Top Tunes*, co-op; 12:15-12:30 *The Answer Man*, co-op; 12:30-12:35 *News;* 12:35-1 No network service.
NBC 12-12:05 *News*, part.; 12:05-1 No network service.

1-2 p.m.

ABC 1-1:55 No network service; 1:55-2 *Late News*, Ex-Lax, Pepsi-Cola.
CBS 1-1:05 *CBS News*, sust.; 1:05-1:15 *Whispering Streets;* 1:15-1:30 *Ma Perkins;* 1:30-1:45 *Young Dr. Malone;* 1:45-2 *Second Mrs. Burton*.
MBS 1-1:15 *Cedric Foster*, co-op; 1:15-1:30 *America's Top Tunes*, co-op; 1:30-1:35 *News —Gabriel Heatter*, Hudson Vitamins, Sterling Drug, Aqua Ivy, part.; 1:35-1:50 *America's Top Tunes*, co-op; 1:50-2 *Warm-Up*.
NBC 1-1:05 *News*, part.; 1:05-2 No network service.

2-3 p.m.

ABC 2-2:55 No network service; 2:55-3 *Late News*, sust.
CBS 2-2:05 *News;* 2:05-2:15 *Right To Happiness;* 2:15-2:30 *Pat Buttram*, Wrigley; 2:30-2:45 *Helen Trent* (Mountain & Pacific only); 2:45-3 *Second Mrs. Burton* (Central only).
MBS 2-2:30 *Game of the Day;* 2:30-2:35 *News;* 2:35-3 *Game of the Day*, cont.
NBC 2-2:05 *News*, sust.; 2:05-3 *It's Network Time*, sust.

3-4 p.m.

ABC 3-3:55 No network service; 3:55-4 *Late News*, sust.
CBS 3-3:05 *News;* 3:05-3:15 *Right To Happiness* (Central); 3:15-3:30 *Pat Buttram* (Central); 3:30-4 *Galen Drake Show* (Pacific only).
MBS 3-3:05 *News*, co-op; 3:05-3:30 *Game of the Day*, cont.; 3:30-3:35 *News*, Ex-Lax; 3:35-4 *Game of the Day*, cont.
NBC 3-3:05 *News*, sust.; 3:05-4 *It's Network Time*, sust.

4-5 p.m.

ABC 4-4:25 No network service; 4:25-4:30 *Commentary — Don Goddard;* 4:30-4:55 No network service; 4:55-5 *Late News*, Ex-Lax, Pepsi-Cola.
CBS 4-4:05 *News*, sust.; 4:05-5 *Arthur Godfrey Time* (Pacific only); 4:30-4:55 (rest of network) (Mon.) *Invitation to Learning;* (Tues.) *The Great Challenge;* (Wed.) *Church of the Air;* (Thurs.) *Capitol Cloakroom;* (Fri.) *The Leading Question*.
MBS 4-4:05 *News*, co-op; 4:05-4:30 *Game of the Day*, cont. and *Wrap-Up;* 4:30-4:35 *News*, Sterling Drug; 4:35-4:45 No network service; 4:45-5 *America's Top Tunes*, co-op.
NBC 4-4:05 *News*, part.; 4:05-5 No network service.

5-6 p.m.

ABC 5-5:25 No network service; 5:25-5:30 *Commentary—John Secondari;* 5:30-5:55 No network service; 5:55-6 *Late News*, sust.
CBS 5-5:05 *CBS News*, sust.; 5:05-6 No network service.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *America's Top Tunes*, co-op; 5:30-5:35 *News*, Bon-Ami, Sinclair, Pepsi-Cola; 5:35-5:45 No network service; 5:45-6 *America's Top Tunes*, co-op.
NBC 5-5:05 *News*, part.; 5:05-5:30 No network service; 5:30-5:35 *Daily Business Trends*, local station part.; 5:35-6 No network service.

MONDAY-FRIDAY EVENING

6-7 p.m.

ABC 6-6:15 No network service; 6:15-6:30 *Quincy Howe*, co-op; 6:30-6:40 *John Daly*, Cadillac; 6:40-6:45 *Paul Harvey*, Midas, R.J. Reynolds; 6:45-6:50 *Late Sports*, sust.; 6:50-6:55 (Mon., Wed., Fri.) *Pepper-Upper Time With Eydie Gorme*, Dr. Pepper; (Tues. & Thurs.) No network service.
CBS 6-6:05 *CBS News*, sust.; 6:05-6:30 No network service except Friday *UN on the Record;* 6:30-6:45 *Sports Final*, Texaco (Mountain stations only); 6:45-6:55 *Lowell Thomas*, Delco; 6:55-7 *Sports Time*, Reynolds, Stewart-Warner.
MBS 6-6:05 *News*, co-op; 6:05-6:30 (Mon.-Thurs.) *America's Top Tunes*, co-op; (Fri.) *The Big Decision*, sust.; 6:30-6:35 *News*, Tangee, Carter, part.; 6:35-7 *America's Top Tunes*, co-op.
NBC 6-6:05 *News*, part.; 6:05-6:45 No network service; 6:45-7 *Three Star Extra*, Sun Oil, co-op & sust.

7-8 p.m.

ABC 7-7:15 *Edward P. Morgan*, AFL-CIO; 7:15-7:55 No network service; 7:55-8 *Late News*, Ex-Lax.
CBS 7-7:05 *Business News;* 7:05-7:30 *Amos 'n' Andy Music Hall;* 7:30-7:35 *News Analysis;* 7:35-7:45 *Answer Please;* 7:45-8 *Edward R. Murrow*.
MBS 7-7:15 *Fulton Lewis Jr.*, co-op; 7:15-7:30 *Assignment People*, sust.; 7:30-7:35 *News*, Rid-X, Sea Breeze, part.; 7:35-8 (Mon.) *Magic of Music;* (Tues.) *The Army Hour;* (Wed.) *Family Theatre;* (Thurs.) *By the People;* (Fri.) *Lombardoland*, sust.
NBC 7-7:05 *News*, part.; 7:05-7:15 No network service; 7:15-7:30 *Man on the Go*, co-op; 7:30-8 *News of the World*, part.

8-9 p.m.

ABC 8-8:25 No network service; 8:25-8:30 *Commentary—Quincy Howe*, sust.; 8:30-8:55 No network service; 8:55-9 *Late News*, sust.
CBS 8-8:15 *World Tonight*, sust.; 8:15-8:30 (Mon.-Wed.) *Irving Fields Trio;* (Thurs.) *Bill Snyder Trio;* (Fri.) *Eddie Layton Trio;* 8:30-9 (Mon.) *Eddie Layton Trio;* (Tues.) *Bill Snyder Trio;* (Wed.) *Larry Elgart Orch.;* (Thurs.) *Vincent Lopez Orch.;* (Fri.) *Lawrence Welk Show*.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *The World Today*, Hudson Vitamins, Addiator, Quaker State, part.; 8:30-8:35 *Bill Stern*, Bon-Ami; 8:35-9 *Capital Assignment*, co-op.
NBC 8-8:05 *News*, part.; 8:05-8:30 (Mon.) *You Bet Your Life*, part.; (Tues.) *Nightline*, part.; (Wed.) *People Are Funny*, part.; (Thurs.) *Nightline*, part.; (Fri.) *Monitor*, part.; 8:30-9 (Mon.-Thurs.) *Nightline*, part.; (Fri.) *Monitor*, part.

9-10 p.m.

ABC 9-9:25 (Tues. & Thurs.) *Project Tomorrow*, sust.; 9:25-9:55 No network service; (Mon., Wed., Fri.) 9-9:55 No network service; 9:55-10 *People in the News*, sust.
CBS 9-9:05 *CBS News*, sust.; 9:05-9:30 (Mon.) *Tony Pastor Orch.;* (Tues.) *Jimmy Palmer Orch.;* (Wed.) *Teddy Phillips Orch.;* (Thurs.) *Paul Neighbors Orch.;* (Fri.) *Larry Elgart Orch.;* 9:30-10 (Mon.) *Freddy Martin Orch.;* (Tues.) *Earl Hines Orch.;* (Wed.) *Lawrence Welk;* (Thurs.) *Jonah Jones;* (Fri.) *Leon Kelner Orch*.
MBS 9-9:05 *News*, co-op; 9:05-9:15 *Music Beyond the Stars*, co-op; 9:30-9:35 *News*, sust.; 9:35-10 *Music Beyond the Stars*, co-op.
NBC 9-9:05 *News*, part.; 9:05-10 *Nightline*, part.; (Fri.) 9-9:05 *News*, part.; 9:05-9:55 *Monitor*, part.; 9:55-10 *News*, part.

10-11 p.m.

ABC 10-10:05 *John W. Vandercook*, AFL-CIO; 10:05-10:30 No network service; 10:30-10:55 No network service; 10:55-11 *Late News*, sust.
CBS 10-10:05 *CBS News*, sust.; 10:05-10:30 *Amos 'n' Andy* (Pacific only); 10:30-11 No network service.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *Music Beyond the Stars*, co-op; 10:30-10:35 *News*, sust.; 10:35-11 *Music Beyond the Stars*, co-op.
NBC 10-10:05 (Mon.-Thurs.) *News*, part.; 10:05-10:30 (Mon.) *International Bandstand*, sust.; (Tues.) *Treasury of Music*, sust.; (Wed.) *Public Affairs Series*, sust.; (Thurs.) *Treasury of Music*, sust.; 10:30-10:45 (Mon.-Thurs.) *News of the World* (repeat), part.; 10:45-11 (Mon.-Thurs.) *Life and the World*, repeat; 10-10:30 (Fri.) *Boxing*, Gillette; 10:30-11 (Fri.) *Sports Highlights*, part.

11 p.m.-Midnight

ABC 11-11:55 No network service; 11:55-12 *Late News*, sust.
CBS No network service.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *Music Beyond the Stars*, co-op; 11:30-11:35 *News*,

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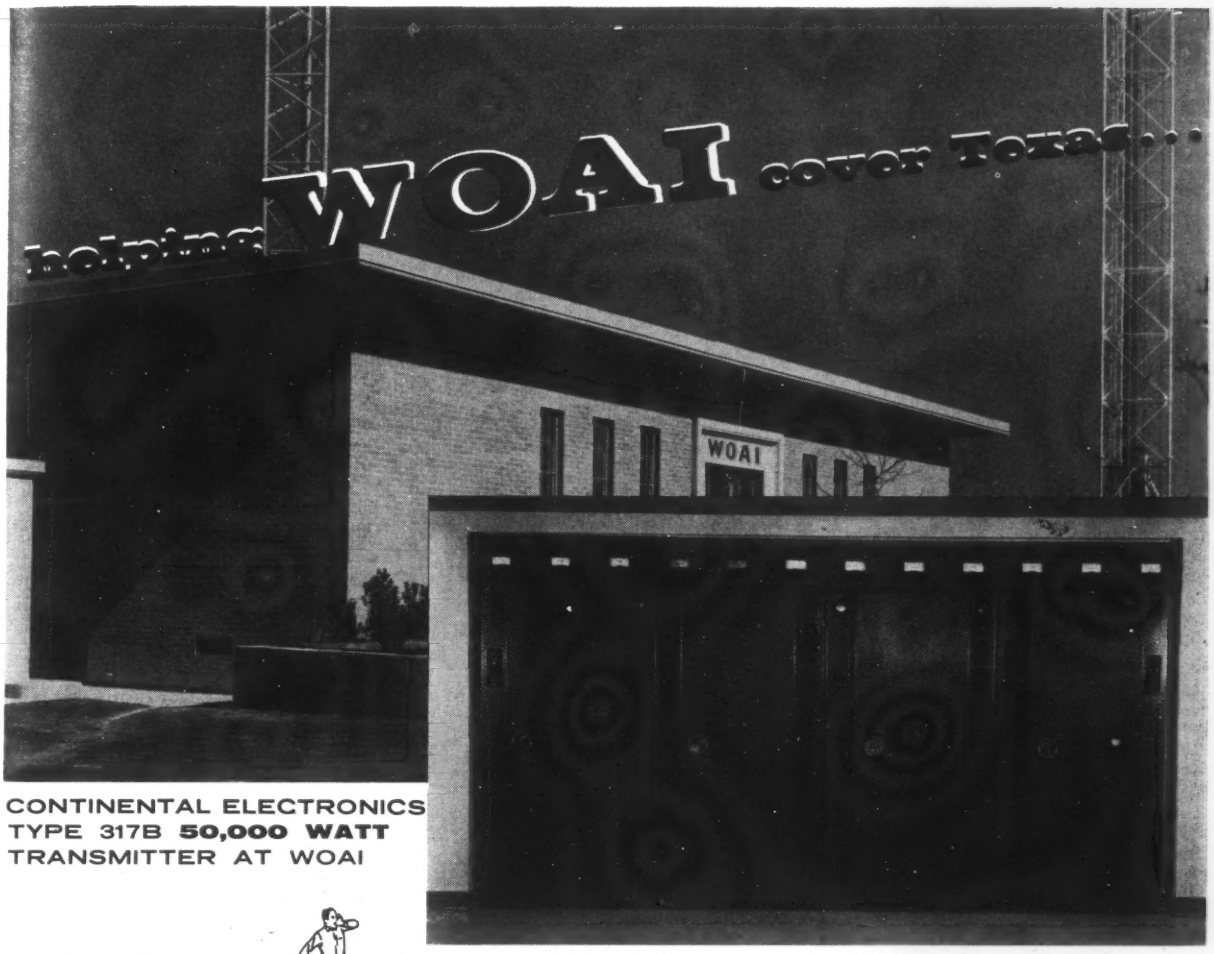
Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live. All times are NYT.



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TYPE 317B **50,000 WATT**
TRANSMITTER AT WOAI

IT TAKES A MIGHTY VOICE...

... to adequately cover this giant state. Continental's Type 317B transmitter has just been installed by WOAI, San Antonio to do the job effectively, efficiently and reliably.

WHAT ARE YOUR REQUIREMENTS?

These were the requirements of WOAI – satisfied by the Continental 50KW design:

- ☑ **COMPACTNESS (only 72 sq. ft. of floor space)**
- ☑ **SELF-CONTAINED (only external part is PA blower)**
- ☑ **FEWER TUBES (only 19 total)**
- ☑ **DRY RECTIFIERS (silicon and selenium throughout)**
- ☑ **RELIABILITY (most modern design . . . conservatively rated)**
- ☑ **SIMPLICITY (. . . in installation . . in operation)**

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 27, Texas EVergreen 1-1135

DESIGNERS AND BUILDERS OF SUPER POWER TRANSMITTERS

sust.; 11:35-12 *Music Beyond the Stars*, co-op.
NBC 11-11:05 *News*, part.; 11:05-12 No network service.

SATURDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *News;* 7:35-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:15 *News Around the World*, sust.; 8:15-8:30 No network service; 8:30-8:55 No network service; 8:55-9 *Weekend News*, Reynolds, Hudson Vitamins.
CBS 8-8:15 *World News Roundup*, sust.; 8:15-9 No network service.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *News*, Winston; 8:35-9 *America's Top Tunes*, co-op.
NBC No network service.

9-10 a.m.

ABC 9-9:55 No network service; 9:55-10 *Weekend News*, Reynolds, Ex-Lax.
CBS 9-9:05 *CBS News*, sust.; 9:05-9:15 No network service; 9:15-9:30 *Man Around the House*, sust.; 9:30-10 No network service.
MBS 9-9:05 *News*, co-op; 9:05-9:10 *Inside Report on the Space Age*, sust.; 9:10-9:30 *America's Top Tunes*, co-op; 9:30-9:35 *News;* 9:35-9:40 *Inside Report on Broadway*, sust.; 9:40-10 *America's Top Tunes*, co-op.
NBC 9-9:05 *News*, sust.; 9:05-10 *Monitor*, part.

10-11 a.m.

ABC 10-10:30 *Story Princess*, Mr. Softee, Walt Disney Products; 10:30-10:55 No network service; 10:55-11 *Weekend News*, Reynolds, American Home.
CBS 10-10:05 *CBS News*, Chevrolet; 10:05-11 No network service.
MBS 10-10:05 *News*, co-op; 10:05-10:10 *Inside Report on Washington*, sust.; 10:10-10:30 *America's Top Tunes*, co-op; 10:30-10:35 *News;* 10:35-10:40 *Inside Report on VIPs*, sust.; 10:40-11 *America's Top Tunes*, co-op.
NBC 10-12 *Monitor*, part.

WANTED

program director

for

Good Music Station

By this we mean Classical and Semi-Classical—no Pop.

One of Top Markets in the Country.

Send full qualifications to:

Box 448K, BROADCASTING

11 a.m.-Noon

ABC 11-11:55 No network service; 11:55-12 *Weekend News*, R.J. Reynolds, Ex-Lax.
CBS 11-11:05 *CBS News*, Chevrolet; 11:05-11:30 No network service; 11:30-12 *Steve Lawrence Show.*
MBS 11-11:05 *News*, co-op; 11:05-11:10 *Inside Report on Broadway*, sust.; 11:10-11:30 *America's Top Tunes*, co-op; 11:30-11:35 *News;* 11:35-11:40 *Inside Report on Washington*, sust.; 11:40-12 *America's Top Tunes*, co-op.
NBC 11-12 *Monitor*, part.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:25 No network service; 12:25-12:30 *News*, sust., 12:30-12:55 *American Farmer*, sust.; 12:55-1 *Weekend News*, R.J. Reynolds, Hudson Vitamin.
CBS 12-12:05 *CBS News*, sust.; 12:05-1 No network service.
MBS 12-12:05 *News*, co-op; 12:05-12:30 *Wheel of Chance*, co-op; 12:30-12:35 *Sports*, Quaker State Oil, Winston; 12:35-1 *Wheel of Chance*, co-op.
NBC 12-12:25 *National Farm and Home Hour*, Allis-Chalmers (limited network only, with remainder of stations available sustaining; split network with *Monitor*, part.); 12:25-12:30 *Alex Dreier*, Morton Salt; 12:30-12:45 *Red Foley*, Hess & Clark (limited network only, split with *Monitor*, part.); 12:45-1 *Monitor*, part.

1-2 p.m.

ABC 1-1:05 *Speaking of Sports*, sust.; 1:05-1:30 *Andy Reynolds Ranch Boys*, sust.; 1:30-1:55 *Shake the Maracas*, sust.; 1:55-2 *Weekend News*, Reynolds, Grey Rock.
CBS 1-1:05 *CBS News*, sust.; 1:05-1:55 No network service; 1:55-2 *CBS News*, Chevrolet.
MBS 1-1:05 *News*, co-op; 1:05-1:10 *Inside Report on Health*, sust.; 1:10-1:30 *America's Top Tunes*, co-op; 1:30-1:35 *News;* 1:35-1:50 *Symphonies for Youth*, sust.; 1:50-2 *Warm-Up.*
NBC 1-1:45 *Monitor*, part. (also repeats *Farm & Home*, 1-1:25; *Dreier*, 1:25-1:30, and *Red Foley*, 1:30-1:45) 1:45-2 *Monitor*, part.

2-3 p.m.

ABC 2-2:55 *Matinee*, sust.; 2:55-3 *Weekend News*, R.J. Reynolds, American Home.
CBS 2-3 *Metropolitan Opera*, Texaco.
MBS 2-2:30 *Game of the Day;* 2:30-2:35 *News*, sust.; 2:35-3 *Game of the Day*, cont.
NBC 2-3 *Monitor*, part.

3-4 p.m.

ABC 3-3:55 *Matinee*, sust.; 3:55-4 *Weekend News*, R.J. Reynolds, Grey Rock.
CBS 3-4 *Metropolitan Opera*, cont.
MBS 3-3:05 *News*, co-op; 3:05-3:30 *Game of the Day*, cont.; 3:30-3:35 *News*, Bon-Ami; 3:35-4 *Game of the Day*, cont.
NBC 3-4 *Monitor*, part.

4-5 p.m.

ABC 4-4:55 *Matinee*, sust.; 4:55-5 *Weekend News*, R.J. Reynolds, Hudson Vitamins.
CBS 4-5 *Metropolitan Opera*, cont.
MBS 4-4:05 *News*, co-op; 4:05-4:30 *Game of the Day*, cont. and *Wrap-Up*, Quaker State; 4:30-4:35 *News*, sust.; 4:35-5 *America's Top Tunes*, co-op.
NBC 4-5 *Monitor*, part.

5-6 p.m.

ABC 5-5:30 No network service; 5:30-5:35 *Speaking of Sports*, sust.; 5:35-5:55 No network service; 5:55-6 *Weekend News*, Reynolds, Grey Rock.
CBS 5-5:30 *Metropolitan Opera*, cont.; 5:30-5:35 *News*, Chevrolet; 5:35-6 No network service.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *America's Top Tunes*, co-op; 5:30-5:35 *Sports*, Quaker State Oil; 5:35-5:40 *Inside Report on Broadway*, co-op; 5:40-6 *America's Top Tunes*, co-op.
NBC 5-6 *Monitor*, part.

SATURDAY EVENING

6-7 p.m.

ABC 6-6:30 *Navy Hour*, sust.; 6:30-6:35 *Speaking of Sports*, sust.; 6:35-6:55 No network service; 6:55-7 *Weekend News*, Reynolds, Hudson Vitamins.
CBS 6-6:05 *CBS News*, sust.; 6:05-6:30 *Larry Elgart Orch.;* 6:30-6:55 *Saturday at the Chase;* 6:55-7 *Sports Time With Phil Rizzuto*, R.J. Reynolds, Warner-Stewart.
MBS 6-6:05 *News*, co-op; 6:05-6:10 *Inside Report on the Space Age*, sust.; 6:10-6:30 *America's Top Tunes*, co-op; 6:30-6:35 *News*, Tangee, Winston, Pepsi; 6:35-6:40 *Inside Report on VIPs*, sust.; 6:40-7 *America's Top Tunes*, co-op.
NBC 6-7 *Monitor*, part.

7-8 p.m.

ABC 7-7:30 *Frankie Avalon Show*, Pfizer Labs; 7:30-7:35 *Speaking of Sports*, sust.; 7:35-7:55 No network service; 7:55-8 *Weekend News*, Reynolds, Hudson Vitamins.
CBS 7-7:05 *CBS News*, Chevrolet; 7:05-7:10 *News Analysis*, Delco; 7:10-8 No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *Hawaii Calls*, sust.; 7:30-8 *Word of Life Hour*, Word of Life.
NBC 7-8 *Monitor*, part.

8-9 p.m.

ABC 8-8:30 *Vincent Lopez Show*, sust.; 8:30-8:55 No network service; 8:55-9 *Weekend News*, Reynolds, Hudson Vitamins.
CBS 8-8:15 *World Tonight*, sust.; 8:15-8:30 No network service; 8:30-9 *New York Philharmonic.*
MBS 8-8:05 *News*, co-op; 8:05-8:30 *Sports*, Quaker State Oil; 8:35-9 *Bandstand U.S.A.*, co-op.
NBC 8-9 *Monitor*, part.

9-10 p.m.

ABC 9-9:25 *Lawrence Welk's Army Show*, sust.; 9:25-9:30 *Speaking of Sports*, sust.; 9:35-9:55 No network service; 9:55-10 *Weekend News*, Reynolds, Hudson Vitamins.
CBS 9-10 *New York Philharmonic*, cont.
MBS 9-9:05 *News*, co-op; 9:05-9:30 *Bandstand U.S.A.*, co-op; 9:30-9:35 *News*, sust.; 9:35-10 *Bandstand U.S.A*, co-op
NBC 9-9:30 *Monitor*, part.; 9:30-10 *Grand Ole Opry*, R.J. Reynolds (limited network only, remainder of stations available on sustaining basis).

10-11 p.m.

ABC 10-10:30 No network service; 10:30-10:35 *Speaking of Sports*, sust.; 10:35-10:55 No network service; 10:55-11 *Weekend News*, Reynolds, Hudson Vitamins.
CBS 10-10:30 *New York Philharmonic*, cont.; 10:30-11 *Vincent Lopez Orch.*
MBS 10-10:05 *News*, co-op; 10:05-10:10 *Inside Report on Broadway*, sust.; 10:10-10:30 *Music Beyond the Stars*, co-op; 10:30-10:35 *News*, sust.; 10:35-11 *Music Beyond the Stars*, co-op.
NBC 10-11 *Monitor*, part.

11 p.m.-Midnight

ABC 11-11:55 No network service; 11:55-12 *Weekend News*, sust.
CBS No network service.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *Music Beyond the Stars*, co-op; 11:30-11:35 *News*, sust.; 11:35-12 *Music Beyond the Stars*, co-op.
NBC 11-12 *Monitor*, part.

Midnight-1 a.m.

ABC No network service.
CBS No network service.
MBS No network service.
NBC 12-12:05 *News*, sust.; 12:05-1 No network service.

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live. All times are NYT.

Station Authorizations, Applications

As Compiled by BROADCASTING

March 26 through April 1. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ. Ann.—Announced.

New Tv Stations

APPLICATION

Panama City, Fla.—TBC Inc. vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 968 ft. Estimated construction cost $526,000, first year operating cost $300,000 revenue $360,000. P.O. address Box 734. Studio location to be determined. Trans. location 0.8 miles south of Kinard. Geographic coordinates 30° 15' 34" N. Lat., 85° 13' 52" W. Long. Trans. & ant. GE. Legal counsel Arthur H. Schroeder. Consulting engineer John Creutz. Principals include **C.H. Chapman Jr.** (60%) **George H. Malone II** (30%), **H. Savely McQuagge** (5%) and **R.L. Turner** (5%). Mr. Chapman and Mr. Turner are in construction business. Mr. Malone is bank director and Mr. McQuagge is in real estate. Ann. March 30.

Existing Tv Stations

ACTIONS BY FCC

KINY-TV Juneau, Alaska—Granted waivers of sections 3.687(a)(3) and 3.687 (i)(1) of rules concerning lower side band response and attenuation of radio frequency harmonic radiation, subject to full compliance if necessary. Ann. March 26.

KMSP-TV Minneapolis, Minn.—Granted renewal of licenses without prejudice to whatever action Commission may deem appropriate in light of any determination (1) in *United States* v. *National Telefilm Associates Inc.*, civil action 119-287 and *Standard Radio & Television Co.* v. *The Chronicle Publishing Co.* et al. (Supreme Court, Calif., Santa Clara County case No. 103194); and (2) with respect to studies and inquiries now being considered or conducted by Commission as part of its study of network broadcasting. Ann. March 26.

***WNED-TV Buffalo, N.Y.**—Waived Commission's policy against issuance of special temporary authorizations to permit commencement of operation of new tv stations, and granted authority to operate on regular program basis for period ending May 29, pending filing of license application. Ann. March 26.

WTEN (TV) Vail Mills, N.Y.—Granted cp for experimental tv station to operate on ch. 10 near Albany, N.Y. (site of its present WCDA ch. 41 satellite), with up to 250 watts, during non-broadcast hours of station WJAR-TV (ch. 10), Providence, R.I., to test signals to Albany-Troy area; conditions. By letter, denied petition by The Outlet Co. (WJAR-TV) to dismiss Capital application. Comrs. Bartley and Ford dissented. Ann. March 30.

WAIM-TV Anderson, S.C.—Waived sect. 1.355 (30-day rule) and granted cp to replace expired permit for tv station; ERP 170 kw vis. and 93.3 kw aur.; ant. 380 ft.; and granted special temporary authority to continue operation for period ending July 1 with trans. operated at output power of 5 kw. Ann. April 1.

KDSJ-TV Deadwood, S.D.—Is being advised (1) that, unless it requests hearing within 30 days, its application for extension of time to construct station will be dismissed, cp cancelled and call letters deleted and (2) in event hearing is requested, its application for mod. of cp to change station location to Lead, S.D., change main studio and trans. site, increase visual ERP and ant. height indicates necessity of hearing. Ann. March 26.

Translators

Minneonto Television, Inc., International Falls, Minn.—Granted eight tv translator stations to serve Virginia, Orr, Kabetogama and International Falls, all Minnesota, by translating programs of KDAL-TV ch. 3, Duluth, Minn., and WDSM-TV ch. 6, Superior, Wis. Two will serve International Falls on ch. 71 and 73; two will serve Virginia on ch. 72 and 74; two will serve Kabetogama on ch. 76 and 78 and two will serve Orr on ch. 80 and 82. Grants are conditioned to applicant submitting for cancellation its cp for KIFS (TV) (ch. 11), in International Falls before commencing construction of translator stations. By letter, denied petition by Superior Communications Inc. (licensee of point-to-point microwave stations which supply service to International Cable Co. in International Falls) to dismiss or designate applications for hearing. Ann. March 26.

Springfield Tele. Bcstg. Corp., Athol, Mass., and Claremont, N.H.—Granted cps for two new tv translator stations on ch. 74 to translate programs of WRLP (ch. 32). Greenfield, Mass.—one to serve Athol and other to serve Claremont. Ann. April 1.

Libby Video Club, Libby, Mont.—Granted new cp to replace expired permit for tv translator station on ch. 78 to translate programs of KHQ-TV (ch. 6), Spokane, Wash.; no change in facilities. Ann. April 1.

Eureka Volunteer Fire Dept., Eureka, Nev.—Granted cp for new tv translator station on ch. 73 to translate programs of KTVT (TV) (ch. 4) and KUTV (TV) (ch. 2), Salt Lake City, Utah. Ann. March 26.

Quincy Valley TV Inc., Quincy, Wash.—Granted cps for three new tv translator stations to translate programs of Spokane stations—one on ch. 73 to translate programs of KREM-TV (ch. 2), second on ch. 77 to translate programs of KXLY-TV (ch. 4), and third on ch. 83 to translate programs of KHQ-TV (ch. 6). Ann. April 1.

Panhandle Tele. Corp. of West Virginia, Romney, W.Va.—Granted applications for three new tv translator stations to jointly serve Paw Paw, Largent, Levels, Okonoko and Points, all West Virginia—one on ch. 74 to translate programs of WTTG (TV) ch. 5, Washington, D.C.; another on ch. 81 to translate programs of WTOP-TV ch. 9, also Washington and third on ch. 70 to translate programs of WSVA-TV, ch. 3, Harrisonburg, Va. Ann. March 26.

New Am Stations

ACTIONS BY FCC

Butler, Ala.—Radio Butler Co. Granted 1220 kc, 1 kw D. P.O. address % Houston Pearce, Whitfield, Ala. Estimated construction cost $14,584, first year operating cost $24,000, revenue $30,000. One-third owners are **Paul Nichols, William Reid** and **Houston Pearce**, all merchants. Ann. March 26.

Santa Barbara, Calif.—Sherrill Corwin Granted 990 kc, 1 kw D. P.O. address 122 S. Robertson Blvd., Los Angeles. Estimated construction cost $30,000, first year operating cost $55,000, revenue $70,000. Mr. Corwin, sole owner, has numerous broadcast interests, primarily in California. Ann. March 26.

International Falls, Minn.—Int. Falls Bcstg. Inc. Granted 1230 kc, 100 w Unl. P.O. address 1637 Miller Ave., Murray, Ky. Estimated construction cost $16,177, first year operating cost $42,000, revenue $50,000. Owners are **C. H. Hulse Jr., Hyleme S. George, Charles R. Shuffett** and **Philip S. George** (each 25%). Messrs. Hulse and Shuffett own WNBS Murray, Ky. (50% each). George brothers are in agriculture. Ann. March 26.

Gallup, N.M.—Cloyed Kendrick and **Hugh Landis.** Granted 1230 kc, 250 w unl. P.O. address 413½ W. Main St., Farmington, N.M. Estimated construction cost $13,300, first year operating cost $36,000, revenue $39,000. Co-owners Kendrick and Landis also share ownership of KVBC Farmington, N.M. Ann. March 26.

South Gastonia, N.C.—Mace, Groves and Mace, Granted 1420 kc, 500 w D. P.O. address Earl O. Mace, Box 1232, Gastonia, N.C. Estimated construction cost $17,550, first year operating cost $40,000, revenue $50,000. Owners are **Earl O. Mace, A. Clay Groves** and **Glen F. Mace** (each one-third). Earl Mace is builder; Glen Mace has been engineer for **WSOC Charlotte, N.C.** Ann. April 1.

North Augusta, S.C. — North Augusta Bcstg. Co. Granted 1550 kc, 1 kw D. P.O. address Box 6326, North Augusta, S.C. Estimated construction cost $24,256, first year operating cost $38,500, revenue $47,250. Owners are **Stathy J. Verenes, John H. Williams, Robert E. Johnson** (each 28⅓%), Ted R. Woodard and others. Mr. Verenes is in bottling. Mr. Johnson is attorney. Mr. Williams is attorney. Program tests not to be authorized until Mr. Woodard has severed all connections with WGAC Augusta, Ga. Ann. March 26.

APPLICATIONS

Brookfield, Conn.—Eastern Bcstg. System Inc. 940 kc, 1 kw D. P.O. address Box 11. Estimated construction cost $18,000, first year operating cost $24,000, revenue $40,000. Applicant corporation includes **A. J. Detzer** (68%) **L. C. Shields** (25%) and eight others. Eastern owns WGHF (FM) Brookfield. Ann. March 26.

Nashville, Ga.—Radio Nashville 1380 kc, 1 kw D. P.O. address Box 265 Baxley, Ga. Estimated construction cost $19,585, first year operating cost $32,000, revenue $42,000. Sole owner **Farnell O'Quinn** also owns WCQS Alma and WHAB Baxley, both Georgia. Ann. March 26..

Hardin, Mont.—Big Horn County Musicasters. 1230 kc, 250 w. P.O. address KOYN Billings, Mont. Estimated construction cost $10,995, first year operating cost $45,000, revenue $54,000. Equal owners are **Gene Williams** and **Delbert Bertholf** who have interests in KOYN Billings, KUDI Great Falls, both Montana; KQDY Minot and KQDI Bismarck, both North Dakota; and **Robert Eubanks** who has interest in KQDI only. Ann. March 31.

Las Vegas, Nev.—Las Vegas Electronics. 970 kc, 500 w D. P.O. address % Sutro & Co., 460 Montgomery St., San Francisco. Estimated construction cost $27,286, first year operating cost $45,000, revenue $56,000. Sole owner **Forrest Tancer** is director, industrial department, Sutro & Co., S.F. Ann. March 27.

Latham, N.Y.—Iroquois Bcstg. Inc. 1580

kc, 500 w D. P.O. address 126 Woodlawn Ave., Saratoga Springs, N.Y. Estimated construction cost $26,825, first year operating cost $36,000, revenue $40,000. Applicant includes **Richard O'Connor** and **Nathan Oppenheim** (49½% each) and others. Mr. Oppenheim is motel manager and Mr. O'Connor has interests in cps granted for Saxonville, Mass. and Glen Falls, N.Y. Ann. March 31.

Ebensburg, Pa.—Cambria County Bcstg. Co. 1470 kc, 1 kw D. P.O. address Ebensburg, Pa. Estimated construction cost $10,800, first year operating cost $40,000, revenue $44,000. Sole owner **Cary H. Simpson** has interests in WKBI St. Marys, WFRM Coudersport, WNBT Wellsboro, WTRN Tyrone, and WBLF Bellefonte, all Pennsylvania. Ann. March 31.

Killeen, Tex.—Val Verde Bcstg Co. 1490 kc, 250 w. P.O. address Box 935. Estimated construction cost $17,405, first year operating cost $33,600, revenue $55,000. Partners are **Eugene A. Houghton** (60%) and **Alton W. Stewart** (40%). Mr. Houghton is retail merchant and Mr. Stewart has minority interest in KGNB New Braunsfel and KLEN Killeen, both Texas. Ann. March 27.

Existing Am Stations

ACTIONS BY FCC

WCQS Alma, Ga.—Granted mod. of license (1400 kc, 250 w, U) to change to specified hours. Ann. March 26.

WMLT Dublin, Ga.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1330 kc, D; remote control permitted. Ann. March 26.

KENT Shreveport, La.—Granted increase of daytime power from 1 kw to 10 kw, continuing operation on 1550 kc, 500 w-N, DA-N; engineering condition. Ann. April 1.

WNSL Laurel, Miss.—Designated for consolidated hearing applications of WNSL to change facilities from 1260 kc, 1 kw, D, to 1430 kc, 5 kw, D, and WLAU to change frequency from 1600 kc to 1430 kc, continuing operation with 5 kw, D. Ann. March 26.

KOBH Hot Springs, S.D.—Granted application to reduce power from 1 kw to 500 w, continuing operation on 580 kc, D. Ann. March 26.

KDWT Stamford, Tex.—Granted change from unlimited time to specified hours, continuing operation on 1400 kc, 250 w. Ann. March 26.

WCCN Neillsville, Wis.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1370 kc, D; remote control permitted; engineering condition. Ann. Apr. 1.

APPLICATIONS

WOL Washington, D.C.—Cp to increase daytime power from 250 w to 500 w and install new trans. (1450 kc) Petition for waiver of sections 1.308, 1,310, 3.22 (d), 3.182 (a) (iii) and 3.182 (b) of rules filed. Ann. March 31.

WJBW New Orleans, La.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc) Ann. March 26.

WNAU New Albany, Miss.—Cp to change hours of operation from daytime to unl. using power of 500 w, install DA-N and new ground system. (1470 kc) Ann. March 31.

KRBO Las Vegas, Nev.—Cp to change frequency from 1050 kc to 1400 kc, change hours of operation from D to unl. using power of 500 w. Ann. April 1.

WOXF Oxford, N.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. March 31.

KFIR North Bend, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. March 26.

WLAT Conway, S.C.—Mod. of cp to change hours of operation to unl., using power of 500 w, 5 kw-LS and install DA-N and new ground system. (1330 kc) Ann. March 26.

KMUL Muleshoe, Tex.—Cp to increase power from 500 w to 1 kw. (1380 kc) Ann. March 26.

KORD Pasco, Wash.—Cp to increase power from 1 kw to 5 kw and install new trans. (910 kc) Ann. March 31.

WOVE Welch, W.Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. April 1.

New Fm Stations

ACTIONS BY FCC

Sacramento, Calif.—KROY Inc. Granted 102.5 mc, 18.2 kw unl. P.O. address 1010 11th St., Sacramento. Estimated construction cost $20,244, first year operating cost $3,000, revenue not included in present plans. Applicant is licensee of **KROY Sacramento**. Ann. April 1.

Pueblo, Colo.—Hi-Lo Radio Inc. Granted 95.1 mc, 2 kw. P.O. address 3022 4th Ave. Estimated construction cost $12,180, first year operating cost $12,000, revenue $16,000. Ownership: **Alva B. Adams** (32.5%), Secretary, KCRT Trinadad, Colo.; **Leon Dudley** (30%), musician; **Jack G. Campbell** (30%), announcer, KDZA Pueblo, and others. Ann. March 26.

Baltimore, Md.—Commercial Radio Institute Inc. Granted 93.1 mc, 19.55 kw unl. P.O. address 38 west Biddle St., Baltimore. Estimated construction cost $25,964, first year operating cost $30,000, revenue $30,000. Owners are **Julian S.** and **Carolyn B. Smith** (34.5%) and several small stockholders. Mr. Smith is guidance and navigation unit head at **Martin Co.** Ann. April 1.

***Rochester, N.Y.—Board of Education of Cental School District No. 3 of the Town of Irondequoit.** Granted 90.9 mc, .0058 kw. P.O. address 370 Cooper Rd. Estimated construction cost $5,320, first year operating cost $200. Ann. March 26.

Pittsburgh, Pa.—Dynamic Bcstg. Inc. Granted 105.9 mc 2.7 kw P.O. address 105 E. Eighth Ave., Homestead, Pa. Estimated construction cost $50,107, first year operating cost $15,000, revenue $150,000. Applicant is licensee WAMO Homestead. Ann. March 26.

Monroe, Wis.—Green County Bcstg. Co. Granted 93.7 mc, 15 kw. P.O. address Box 460. Estimated construction cost $19,666, first year operating cost $6,250, revenue $7,100. Applicant owns WEKZ Monroe, Ann. March 26.

San Juan, P.R.—Electronic Enterprises Inc. Granted 93.7 mc, 3.4 kw P.O. address Box 2792. Estimated construction cost $7,100, first year operating cost $3,000, revenue $4,000. Permittee owns WITA San Juan. Ann. March 26.

APPLICATIONS

Sacramento, Calif.—Bernard R. Ericsson, Keith W. Spaulding, Charles E. Stilgenbauer 105.7 mc, 17.30 kw P.O. address 3112 Barnett St., Bakersfield, Calif. Estimated construction cost $24,800, first year operating cost $33,600, revenue $36,000. Applicants are equal partners. Messrs. Spaulding and Stilgenbauer are physicians. Mr. Ericsson owns medical office building. Ann. April 1.

Duluth, Minn.—U. of Minnesota *89.1 kc, 0.009 kw. P.O. address Duluth 12. Estimated construction cost $1,301, first year operating cost $1,000. Ann. March 31.

Memphis, Tenn.—Quality Music of America. Inc. 95.5 mc. 1.331 kw. P.O. address Suite 1401, 81 Madison Bldg. Estimated construction cost $14,000, first year operating cost $22,500, revenue $27,000. Applicants include **Eugene C. Fitzhugh** and **Barbara Jean Smith** (12.2% each) and 13 others. Mr. Fitzhugh is attorney. Mrs. Smith is housewife. Ann. March 26.

***Brownwood, Tex.—Howard Payne College** 88.1 mc, 0.0082 kw. P.O. address Brownwood, Tex. Estimated construction cost $5,935, first year operating cost $2,800. Ann. March 26.

Harlingen, Tex.—Harbenito Radio Corp. 94.5 mc, 3.071 kw. P.O. address Box 711. Estimated construction cost $11,800, first year operating cost $18,000, revenue $22,000. Harbenito Radio Corp. also owns KGBT, and stockholders own **Harbenito Bcstg. Co.**, operator of KGBT-TV both Harlingen. Ann. April 1.

Existing Fm Stations

ACTIONS BY FCC

WLIR (FM) Hicksville, N.Y.—Granted SCA to engage in functional music operation on multiplex basis. Ann. March 26.

WSTP-FM Salisbury, N.C.—Granted SCA to engage in functional music operation on multiplex basis. Ann. March 26.

KBOY-FM Medford, Ore.—Granted SCA to engage in functional music operation on multiplex basis. Ann. March 26.

KBIM-FM Roswell, N.M.—Granted SCA to engage in functional music operation on multiplex basis. Ann. March 26.

WHTN-FM Huntington, W.Va.—Granted SCA to engage in functional music operation on multiplex basis. Ann. April. 1.

APPLICATION

KATY-FM San Luis Obispo, Calif.—Mod. of cp to change frequency from 94.5 mc ch. 233 to 96.1 mc, ch. 241 and change type trans. Ann. March 30.

Ownership Changes

ACTIONS BY FCC

KDJI Holbrook, Ariz.—Granted assignment of license from **Donald E. Jacobs Sr.**, to **Harold J. Arnoldus**; consideration $33,050. Ann. March 26.

KGEE-FM Bakersfield, Calif.—Granted assignment of cp to **Edward F. Urner** (owner of **KLYD** and interest in KICU (TV), both Bakersfield); consideration $1,000 for expenses. Ann. April 1.

KUDE Oceanside, Calif.—Granted assignment of licenses from **Walter N. Nelskog** and **Darrell R. Anderson** to **Dolph-Pettey Bcstg. Co.**; consideration $171,000 plus agreement to employ assignors as consultants for three years at $8,000 per year and assignors not to engage in broadcasting for 5 years within metropolitan area of Oceanside. **Herbert L. Pettey**, president, and **William B. Dolph**, vice president, and others have interests in KJBS San Francisco, and WMT-TV Cedar Rapids, Iowa. Ann. March 26.

KXLA Pasadena, Calif.—Granted assignment of license and cp to **Eleven Ten Bcstg. Corp. (Donald R. Cooke)**; consideration $900,000. Ann. March 26.

KSDA Redding, Calif.—Granted assignment of license to **Van C. Newkirk**; consideration $20,000. Ann. March 26.

KWG-AM-FM Stockton, Calif.—Granted transfer of control from **Frank A. Axelson** and **O.R. Reichenbach** to **Hale Bondurant**; consideration $48,000 plus agreement to employ Mr. Reichenbach as consultant for 3 years at $1,500 per year and Mr. Reichenbach is not to engage in broadcasting business within radius of 50 miles of Stockton for five years. Ann April 1.

WAVP Avon Park, Fla.—Granted assignment of license to John B. Marshall; consideration $12,500. Ann. March 26.

WDSR Lake City, Fla.—Granted assignment of license to **WDSR Inc. (Charles B. Britt**, president, and other stockholders own WIRY Plattsburg, N.Y., and WJBS DeLand, Fla.); consideration $95,000. Ann. April 1.

WHYS Ocala, Fla.—Granted assignment of license to **Associated Bcstrs. Inc. (C.D. Davenport**, president); assignee to lease property for $550 per month rental, with option to purchase for $55,000 within 5 years and other agreements. **W.H. Martin**, vice president, owns WYSE Lakeland. Ann. April 1.

WCEH Hawkinsville, Ga.—Granted relinquishment of positive control by **Dallam R. Jackson** and acquisition of negative control by **James D.** and **Peggy W. Popwell**, as family group, through sale of stock to **James D. Popwell**; consideration $5,715. Ann. March 26.

KSKA Salmon, Idaho—Granted assignment of cp from **Alfred E. Shumate** to **Salmon River Radio & Tele. Inc.** (Mr. Shumate and **David G. Ainsworth**); consideration $15,264. Ann. April 1.

WPEO Peoria, Ill.—Granted assignment of license to **Radio One Corp.** (**William B. Dolph**, president, and **Herbert L. Pettey**, vice president); consideration $325,000 plus agreement that assignors will not engage in radio business for five years witnin 60 miles of Peoria. Ann. March 26.

KXGI Fort Madison, Iowa—Granted transfer of control from **Joseph E.** and **William D. McNaughton, J. Richard Sutter** and **John E. Armel** to **Richard D.** and **Cecil H. Gillespie**; consideration $90,000. Ann. March 26.

WLBZ-AM-TV Bangor, Me.—Granted transfer of control from **Adeline B. Rines** to **William H. Rines** and **Mary Rines Thompson**; transaction involves gift of stock to children and grandchildren. Ann. April 1.

WSPI (TV) Presque Isle, Me.—Granted transfer of control from **Adeline B. Rines** to **William H. Rines** and **Mary Rines Thompson**; transaction involves gift of stock to children and grandchildren. Ann. April 1.

KRBI St. Peter, Minn.—Granted (1) renewal of license, and (2) transfer of control from **Mavis L. Peterson** to **David Bryce Ekberg**; consideration $46,800. Ann. March 26.

KDBM Dillon, Mont.—Granted (1) renewal of license and (2) transfer of control from **Allen H. Smith**, et al., to **Burt H. Oliphant**, et al.; consideration $6,200. Ann. March 26.

WSTV-AM-FM Claremont, N.H.—Granted transfer of control from **W.F. Rust Jr.**, and **Ralph Gottlieb** to **Radio Claremont Inc.** (**Norman Knight**, sole stockholder, owns WHEB Portsmouth); consideration $165,000. Ann. March 26.

WTSL Hanover, N.H.—Granted transfer of control from **W. F. Rust Jr.**, and **Ralph Gottlieb** to **Radio Hanover Inc.** (100% owned by **Norman Knight**); consideration $135,000. Ann. March 26.

WKIT Mineola, N.Y.—Granted transfer of control from **Seymour Weintraub** to **VIP Radio Inc.** (WWES-AM-FM, formerly WNRC-AM-FM), New Rochelle, WVIR Mount Kisco, and WKSN Saugerties, all New York; two other stockholders have interests in WISH-AM-TV Indianapolis, WANE-AM-TV, Fort Wayne, Ind.; KOTV-AM-TV Tulsa, Okla.; KGUL-TV Houston, Tex., and KBET-TV Sacramento, Calif.; consideration $165,000. Ann. March 26.

WRSA Saratoga Springs, N.Y.—Granted transfer of negative control from **Lou Tobler** to **Martin Karig** (WWSC Glens Falls, N.Y., and minority interest in WNDR Syracuse, and WSPN Saratoga Springs, N.Y.); consideration $15,000 for 50% interest; conditioned that transfer not be consummated prior to time Karig disposes of his interest in WSPN. Comr. Bartley dissented. Ann. April 1.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 1

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,308	36	119	658
FM	557	65	145	71
TV	448[1]	72	102	112

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 1

	VHF	UHF	TOTAL
Commercial	439	81	520[3]
Non-commercial	32	9	41[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Feb. 28, 1959

	AM	FM	TV
Licensed (all on air)	3,297	545	448[1]
CPs on air (new stations)	42	46	68[2]
CPs not on the air (new stations)	119	134	106
Total authorized stations	3,458	725	666
Applications for new stations (not in hearing)	490	44	43
Applications for new stations (in hearing)	130	24	63
Total applications for new stations	620	68	106
Applications for major changes (not in hearing)	519	38	40
Applications for major changes (in hearing)	45	0	15
Total applications for major changes	564	38	55
Licenses deleted	1	1	0
CPs deleted	0	0	1

[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

KVLH Pauls Valley, Okla.—Granted assignment of license from **Warren J. Fortier** to **John E. Hampton, S.L. Lloyd** and **E.J. Ballard**, d/b as Pauls Valley Bcstg. Co.; consideration $40,000. Ann. April 1.

KGRO Gresham, Ore.—Granted transfer of control from **Thomas B. Purcell** to **Daniel M. McPeak**; consideration $23,500, plus assumption of $44,000 liabilities. Ann. April 1.

KDOV Medford, Ore.—Granted relinquishment of positive control by **K.C. Laurance** through issuance of one additional share of stock to **Ralph J. Silkwood.** Ann. April 1.

KRNR Roseburg, Ore.—Granted assignment of license from **James Doyle** to **News-Review, Inc.**, former owner (**Frank Jenkins**, president); consideration involves release of all liabilities and obligations incurred by conditional sales agreement of Aug. 31, 1956 which provided for purchase of station's assets and assignment of license at that time. Ann. April 1.

WFRA Franklin, Pa.—Granted assignment of license to **Northwestern Pennsylvania Bcstg. Inc.** stock transaction. Ann. April 1.

WJOT Lake City, S.C.—Granted assignment of license to **Lake City Bcstg. Corp.** (**Russell G. Buscicker**, president); consideration $51,500. Ann. April 1.

WTYC Rock Hill, S.C.—Granted transfer of control from **T. Lamar** and **Marguerite Simmons, A. Lincoln** and **Pauline E. Faulk** to **E.L. Burwell, R.H. Whitesides** and **Jonas R. Bridges**; consideration $46,900. Ann. March 26.

WRKM Carthage, Tenn.—Granted transfer of control from **Bill L. Parsons** to **Reggie L. Honey, Sidney L. Martin** and **Chester L. Hamby**; consideration $500 for 51.25% interest. Ann. April 1.

WJSO Jonesboro, Tenn.—Granted transfer of control from **Roy E. Faircloth** to **Norman A. Thomas** (WDNT Dayton, Tenn.); consideration $36,029. Ann. April 1.

KDDD Dumas, Texas.—Granted transfer of control from **Lucian W. Spencer**, et al., to **Dumas Bcstrs. Inc.** (**Kenneth E.** and **Eleanor M. Duke** and **Alfred A. Tremble**); consideration $100,835. Ann. April 1.

KSOX Raymondville, Texas—Granted assignment of license to **Bob G. Hicks** and **J.W. Stewart** d/b as **Radio Station KPSO Ltd.** (KPSO Falfurrias, Tex.); consideration $60,000. Ann. March 26.

KCTV (TV) San Angelo, Tex.—Granted acquisition of positive control by **Big Spring Bcstg. Co.** through purchase of 50% stock from **Angelo, Bcstg. Telecasting Inc.**; consideration $31,487. Ann. March 26.

KPEP San Angelo, Tex.—Granted assignment of license from **David P. Pinkston** to Mr. Pinkston and **Leroy Elmore**, d/b as **Western Bcstg. Co.** (KDAV Lubbock, Tex., KPIK Colorado Springs, Colo., and Mr. Pinkston owns KZIP Amarillo, Tex.); consideration $10,000 for 50% interest. Ann. April 1.

WSTE-TV Fajardo, P.R.—Granted transfer of control from **William R. Anthony** to **Carmina Mendez**; consideration $60,000 without prejudice to any action which Commission may deem appropriate with respect to licensee's application to change facilities of WHOA. By letter, denied petition by Jose R. Madrazo (applicant for new am station in Guaynabo, P.R.) insofar as it requested action on transfer be deferred. Ann. March 26.

WHOA San Juan, P.R.—Granted transfer of control from **William R. Anthony** to **Carmina Mendez**; consideration $60,000 without prejudice to any action which Commission may deem appropriate with respect to licensee's application to change facilities of WHOA. By letter, denied petition by Jose R. Madrazo (applicant for new am station in Guaynabo, P.R.) insofar as it requested action on transfer be deferred. Ann. March 26.

APPLICATIONS

WHTB Talladega, Ala.—Seeks assignment of license from **Voice of Talladega Inc.** to **Radio Alabama Inc.** for $25,000. Applicants are (20% each): **James L. Coley**, who has interest in WRFS-AM-FM Alexander City and WETU Vetumpka, both Alabama; **Julia C. Duncan**, with interests in WRFS-AM-FM and WETU; and **James W. Whatley; Sim S. Wilbanks** and **Charles H. Whatley**, who have interests in WETU only. Ann. April 1.

KINY-AM-TV Juneau, Alaska—Seeks assignment of license from **Alaska Bcstg. System Inc.** to **Juneau Bcstrs. Inc.** for $52,250. Principal stockholders in Juneau Bcstrs. are **Jerry W. McKinley** (35.4%), **Elton E. Engstrom** (13.4%) and 15 others, with less than 10% interest each. Mr. McKinley is manager KINY-AM-TV and Mr. Engstrom buys and stores raw fish. Ann. March 27.

KPOP Los Angeles, Calif.—Seeks assignment of license from **J. Frank Burke Sr., Mabel S. Burke, Dorothy Lycan**, trustee of estate of **William M. Burke**, deceased, **Michael Burke, Gary Burke, Shelley Burke, J. Frank Burke Jr.**, and **Betty Jane Burke**, d/b **Standard Bcstg. Co.** to **Storer Bcstg. Co.** for $900,000. Storer owns WAGA-AM-FM-TV Atlanta, Ga., WJW-AM-FM-TV Cleveland, WJBK-AM-FM-TV Detroit, WGBS-AM-FM Miami, Fla., WSPD-AM-FM-TV Toledo, Ohio, WWVA-AM-FM Wheeling, W. Va., WIBG-AM-FM Philadelphia and WITI-TV Milwaukee, Wis. Ann. March 30.

KHIL Brighton, Colo.—Seeks involuntary assignment of license from **John Babcock**, deceased to **Edward A. Brown**, administrator of estate. Ann. March 31.

KLOV Loveland, Colo.—Seeks assignment

KYSL--BAYOU CCA

In a letter to Jerry Hauser, Southwestern Sales Manager of Community Club Awards, Mr. Sylvan Fox, Manager of Radio Station KYSL, Alexandria, Louisiana, said:—"We are now in the last days of selling our CCA Campaign here. I am happy to report we've met with tremendous financial success. We have been able to pull accounts to KYSL that we previously could not sell. The comments we have created with the women's organizations and advertisers is already worth the effort we've put into this promotion. We look forward to many CCA Campaigns in the years to come."

Mr. Fox

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RADIO CORPORATION of AMERICA

Tmk(s) ®

of license from **Loveland Bcstrs.** to **Regional Bcstg. Corp.** No consideration involved. Change from partnership to corporate form of business. Loveland also owns KVRH Salida, Colo. Ann. April 1.

KVRH Salida, Colo.—Seeks assignment of license from **Loveland Bcstrs.** to **Regional Bcstg. Corp.** No consideration involved. Change from partnership to corporate form of business. Loveland also owns KLOV Loveland, Colo. Ann. April 1.

WAPE Jacksonville, Fla.—Seeks transfer of 5% interest in **Brennan Bcstg. Co.** from **James F. Brennan** to **William J. Brennan,** present 85% owner for $1. Ann. March 26.

WTVO (TV) Rockford, Ill.—Seeks transfer of 25 shares of stock of **Winnebago Television Corp.** from **H&E Balaban Corp., Irwin & Rosalind Dubinsky** and **H.W. Dubinsky** to **Harold Froelich,** for $2,500. For voting purposes, Elmer Balaban and Irwin Dubinsky are trustees for benefit of Mr. Froelich. Mr. Froelich is general manager of WTVO. Ann. March 31.

KLEO Wichita, Kan.—Seeks transfer of control of two-thirds of **Radio Active Inc.** from **J.W. O'Connor** and **Harry H. Patterson** to **Lee Vaughn** and **Merritt Owens** for $39,000. Mr. Owens has interest in Kansas City, Kan. advertising agency, WPEO Peoria, Ill., KQEO Albuquerque, N.M. and KDEO El Cajon, Calif. Mr. Vaughn is attorney and has interest in same station. Ann. April 1.

WCRM Clare, Mich.—Seeks transfer of control of **Gateway of the North Bcstg. Corp.** from **Dan McDonald, Genevieve M. McDonald** and **John E. Cobb** (each one-third owners) to **Richard E. Hunt** for $15,250. Mr. Hunt has interests in WPTW Piqua, Ohio and WCBY Cheboygan, Mich. Ann. April 1.

WBNR Beacon, N.Y.—Seeks transfer of interest in cp of **West Shore Bcstg. Co.** from **Samuel Babbit, Leonard Wechsler, Fred Schottland, Robert C. Gessner, Saul Dresner** and **Alfred Dresner** to **Robert C. Gessner, Saul Dresner** and **Alfred Dresner,** (one-third each). Messrs. Babbit, Wechsler and Schottland have withdrawn from partnership. Ann. March 31.

WIOI New Boston, Ohio—Seeks assignment of cp from **Grady M. Sinyard** to **WIOI Inc.,** wholly owned by Mr. Sinyard (except for qualifying shares). Ann. March 26.

KGRL Bend, Ore.—Seeks transfer of control of cp from **Clarence E. Wilson** to **Charles B. Field, John H. McAlpine** and Mr. Wilson d/b **K-GIRL Bcstrs.** After transfer Mr. Wilson will own 51%, and others will own 24½% each. Consideration: $590.92 reimbursement for expenses incurred in obtaining cp. Mr. Wilson owns KBOY Medford, Ore. Mr. Field is employe KBOY. Mr. McAlpine has interest in KDAD Weed, Calif. Ann. April 1.

WMCP Columbia, Tenn.—Seeks transfer of control of **Maury County Boosters Corp.** to **B. C. Eddins** and **John R. Crowder** (50% each) for $57,000. Mr. Eddins has interest in WFMH-AM-FM Cullman, Ala. and Mr. Crowder has interest in WEKR Fayetteville, Tenn. Ann. March 19.

WZYX Cowan, Tenn.—Seeks transfer of control of **Guidon Bcstg. Co.** from **Michael R. Freeland** to **George W. Claiborne** and **Charles R. Morris** for $400, and assumption of company debts. Mr. Claiborne is sales manager WZYX and Mr. Morris is former manager WRIP Rossville, Ga. Ann. April 1.

KAMQ Amarillo, Tex.—Seeks assignment of license from **Top of Texas Bcstg. Co.** to **KAMQ Bcstrs. Ltd.** for $158,000. Applicant is **David R. Worley** and 15 others. Mr. Worley has interest in KLEA Lovington, N.M. and KSEL Lubbock, Tex. Ann. April 1.

KBLT Big Lake, Tex.—Seeks assignment of license from **Big Lake Bcstg. Co.** to **Donald Renault** d/b **Permian Basin Bcstrs.** for $26,680 (including liabilities of $9,680). Mr. Renault is employe KSKY Dallas. Ann. March 26.

KBRZ Freeport, Tex.—Seeks assignment of license from **William D. Schueler** to **Radio Brazosport Inc.** for $80,000. Principals include: **James A. Hairgrove** (61%), **Garfield Kiel** (17%), **Stanley W. McKenzie** (17%) and **Sue B. Hairgrove** (5%). Messrs. Kiel and McKenzie have interests in KWED Seguin, Tex. Mr. Hairgrove previously had interest in KFRD Rosenberg-Richmond, Tex. Ann. March 30.

KTER Terrell, Tex.—Seeks transfer of control **of Terrell Broadcast Corp.** from **Mrs. Ruby Wnorowski** to **Orval Pirtle** for $43,000. Mr. Pirtle is employe Henderson County Junior College. Ann. March 26.

KTUE Tulia, Tex.—Seeks transfer of 10% of stock of licensee **KTUE Radio Inc.** to **Lee McKinney,** general manager of KTUE for $3,200. Present equal owners **Marshall & Clint Formby** will each own 45% after transfer. Ann. March 31.

KKOG Ogden, Utah—Seeks transfer of control of **KOPP Inc.** from **KYMA-Yuma Inc.** (present 51% owner) to **Robert K. Hansen** and **Roger D. Thomsen,** (who presently own 24½, each of licensee corp.). After transfer, Messrs. Hansen and Thomsen will each own half interest. Ann. March 26.

KLUK Evanston, Wyo.—Seeks assignment of license from **BBH Enterprises Inc.** to **Robert H. Dolph** d/b **Morgan County Bcstg. Co.** for $24,000. Mr. Dolph is licensee KFTM Ft. Morgan, Colo. Ann. March 31.

Hearing Cases

FINAL DECISIONS

By order, Commission, on joint motion by applicants, made effective immediately Feb. 17 initial decision, as modified by Commission, and granted applications of Unicoi Bcstg. Co. to increase power of WEMB, Erwin, Tenn., from 1 kw to 5 kw, continuing operation on 1420 kc, D, and Mace, Groves and Mace for a new am station to operate on 1420 kc, 500 w, D, in South Gastonia, N.C. Comr. Bartley abstained from voting. Ann. April 1.

By memorandum opinion and order, Commission granted petition by Radio Wisconsin Inc. (WISC), Madison, Wis., to sever its application from consolidated proceedings in dockets 12329-31, and made effective immediately Feb. 16 initial decision insofar as it granted application to increase daytime power of WISC from 1 kw to 5 kw and change daytime DA pattern, continuing operation on 1480 kc with 1 kw-N; engineering condition. Ann. April 1.

By order, Commission, on request by applicant, made effective immediately Feb. 13 initial decision and granted application of KROY Inc., for new class B fm station to operate on 102.5 mc in Sacramento, Calif.; engineering conditions. Ann. April 1.

By order, Commission, on request by applicant, made effective immediately Feb. 12 initial decision and granted application of Commercial Radio Institute Inc., for new class B fm station to operate on 93.1 mc in Baltimore, Md. Ann. April 1.

INITIAL DECISIONS

Hearing Examiner Herbert Sharfman issued initial decision looking toward affirming Commission's Oct. 15 and Nov. 5, 1958 grants of applications of Tomah-Mauston Bcstg. Inc., for new am station (WTMB) to operate on 1390 kc, 500 w, D, in Tomah, Wis. and mod. of cp to reduce maximum expected operating value which had been protested by William C. Forrest (WRDB), Reedsburg, Wis. Ann. March 31.

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Bay Area Electronic Associates for new am station to operate on 1580 kc, 500 w, D, in Santa Rosa, Calif. Ann. March 30.

Hearing Examiner Millard F. French issued initial decision looking toward (1) dismissing application of Jose A. Bechara Jr., A. Gimenez-Aguayo and Reynaldo Barletta, partnership, for new tv station to operate on ch. 12 in Aguadilla, P. R., and (2) granting competing applications of Western Bcstg. Corp of Puerto Rico (Petition to reflect merger of applicants was granted Jan. 30.) Ann. March 26.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Virginia Beach Bcstg. Corp. to change facilities of am station WBOF Virginia Beach, Va., from 1600 kc, 1 kw, D, to 1550 kc, 5 kw, D, and denying application of Cy Blumenthal, tr/as Denbigh Bcstg. Co. for new station to operate on 1570 kc, 250 w, D, in Denbigh, Va. Ann. March 26.

OTHER ACTIONS

By memorandum opinion and order, Commission denied petition by Peninsula Bcstg. Corp. (WVEC-TV ch. 15), Hampton, Va., for reconsideration of Commission action of Sept. 3, 1958, granting Peninsula petition of relief from interference to extent of giving it temporary authority to operate on ch. 21, but denying its request for temporary authority to operate on ch. 13. Ann. March 26.

By memorandum opinion and order, Commission denied petition by Frontier Bcstg. Co. (KFBC-TV ch. 5), Cheyenne, Wyo., for reconsideration of Nov. 25, 1958 grant of cp to Albany Electronics Inc., for new tv translator station on ch. 82 in Laramie, Wyo. Ann. March 26.

In report on its inquiry into alleged ex parte representations in Orlando ch. 9 proceeding, Commission believes that further hearing (evidentiary) is warranted, but proposes to withhold further action until Court of Appeals makes known its determination in remanded case of WORZ Inc. vs. FCC. Ann. March 26.

By memorandum opinion and order, Commission postponed oral argument from April 23 to May 21 in Miami, Fla., ch. 10 remand proceeding. Ann. March 26.

By order, Commission dismissed as moot Dec. 17, 1958 joint petition by Gerico Investment Co. (WITV, ch. 17, Fort Lauderdale,

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Fla.) and Harold Friedman, trustee in bankruptcy for Gerico, for stay of certain orders of Commission in the Miami-Perrine-South Miami ch. 6 comparative proceeding. Ann. April 1.

Commission scheduled oral argument on April 30 on application of City of New York Municipal Bcstg. System for extension of Special Service Authorization to operate am station WNYC New York, additional hours. Ann. April 1.

WSC Bcstg. Co., Chico, Calif.; Paradise Bcstrs., Paradise, Calif.—Designated for consolidated hearing applications for new am stations to operate on 930 kc, 500 w, D. Ann. April 1.

Southbay Bcstrs., Chula Vista, Calif.—Designated for hearing application for new am station to operate on 990 kc, 500 w, DA, D; made KFWB Los Angeles, party to proceeding. Ann. March 26.

Plains Bcstg. Corp., Independence, Iowa—Designated for hearing application for new am station to operate on 1220 kc, 250 w, D. Ann. March 26.

KATO Reno, Nev.; KSRO Santa Rosa, Calif.; Sanval Bcstrs., Oroville, Calif.—Designated for hearing applications of KATO to increase daytime power from 250 w to 1 kw, continuing operation on 1340 kc, 250 w-N; KSRO to increase power from 1 kw to 5 kw and change from DA-1 to DA-N, continuing operation on 1350 kc, U, and Sanval for new am station to operate on 1340 kc, 250 w, U, in consolidated proceeding with application of James E. Walley for new am station to operate on 1340 kc, 250 w, U, in Oroville; made KCRA Sacramento; KFIV Modesto; KEEN San Jose, and KOMY Watsonville, all California, parties to proceeding. Ann. April 1.

Routine Roundup

Commission invites comments by April 30 to proposed rule making to assign tv ch. 10 (minus) to Appleton, Minn., for educational use. It is based on petition by Joint Council on Educational Television which claims that such station in Appleton, besides covering large portion of western Minnesota not now served by any present or proposed educational tv station, would be link in planned regional educational tv network interconnecting educational tv stations in Iowa, Minnesota, Nebraska, and North and South Dakota. Assignment would require no other changes in present tv assignment table. Appleton has no current tv channel assignment.

Commission granted requests by Westinghouse Bcstg. Co. and counsel for Lar Daly to extend to April 17 time in which they may file briefs in connection with Commission's telegrams of Feb. 19 to Chicago tv stations concerning applicability of Section 315 (political broadcast provision) of Communications Act to certain news film clips, and subsequent petitions by Columbia Bcstg. System Inc., and National Bcstg. Co. and letters by American Bcstg. Co. and National Association of Broadcasters. Ann. March 26.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of March 27

WTVJ (TV) Miami, Fla.—Granted transfer of control of **Wometco Television & Theatre Co.** (principal stockholder of **WTVJ Inc.**, licensee corp.) from **Sidney Meyer,** et al. (as family group) and **Mitchell Wolfson,** et al. (as family group) to **Mitchell Wolfson,** et al. (as family group).

WLOS-AM-FM-TV Asheville, N.C.—Granted transfer of control of **Wometco Television & Theatre Co.** (principal stockholder of **Skyway Bcstr. Co.,** licensee corp.) from **Sydney Meyer,** et al. (as family group) and **Mitchell Wolfson,** et al. (as family group) to **Mitchell Wolfson,** et al. (as family group).

WFGM Fitchburg, Mass.—Granted license covering changes in facilities, installation DA-D-N (DA-2), deletion of remote control operation, making changes in ant. system, change ant.-trans. location and specify type trans.

Following stations were granted extensions of completion dates as shown: KOMC (TV) McCook, Nebr. to Sept. 23, and WACL Waycross, Ga. to May 29.

KCAP Helena, Mont.—Remote control permitted.

Actions of March 26

KPER Gilroy, Calif.—Granted assignment of license and cp to **Charles W. Jobbins,** et al., d/b as **Radio KPER.**

KGNO Dodge City, Kans.—Granted authority to operate auxiliary trans. by remote control while using non-directional ant.

KWAD Wadena, Minn.—Granted change of remote control authority using DA-N.

KSBW Salinas, Calif.—Granted extension of completion date to April 8.

WFRL Freeport, Ill.—Granted authority to sign-off at 6 p.m. beginning April 1 and ending Aug. 31.

Actions of March 25

KTVR (TV) Denver, Colo.—Granted acquisition of positive control of **KTVR Inc.** by **Gotham Bcstg. Corp.** (50% owner) through purchase of stock owned by **Radio Hawaii Inc.**

Granted licenses for following am stations: WDSK Cleveland, Miss.; KTOC Jonesboro, La.; WONA Winona, Miss., and specify studio location and remote control point; condition; KEOS Flagstaff, Ariz., remote control permitted; WLAW Lawrenceville, Ga., and specify studio location.

***WECW Elmira, N.Y.**—Granted license for noncommercial educational fm station.

Granted licenses for following fm stations: WSOM (FM) Salem, Ohio; KVFM (FM) San Fernando, Calif.; WFNQ (FM) Hartford, Conn.; WYFS (FM) Winston-Salem, N.C.; WBAB-FM Babylon, N.Y.

KVOR Colorado Springs, Colo.—Granted license covering change ant.-trans. location and changes in ground system.

WBBQ-FM Augusta, Ga.—Granted license covering change of ant.-trans. location, increase ERP, increase of ant. height, 630 ft., changes in ant.; remote control permitted.

KITN Olympia, Wash.—Granted license covering changing frequency and increasing power.

WAKY Louisville, Ky.—Granted cp to use alternate main trans. as auxiliary trans. for daytime use only, employing DA.

KXLW Clayton, Mo.—Granted cp to install new ant. and make changes in ant. system (decrease height and top load).

KOVO Provo, Utah.—Granted cp to install new trans. to be used as auxiliary trans.

WLIP Kenosha, Wis.—Granted authority to sign-off at 6 p.m. beginning April 1 through Aug. 31.

KSIB Creston, Iowa.—Granted authority to sign-off at 6 p.m., CST, beginning April 1 through Sept. 30.

KCLN Clinton, Iowa—Granted authority to sign-off at 6 p.m. beginning April 1 through Sept. 30.

KMLW Marlin, Tex.—Granted authority to sign-on at 6:30 a.m., sign-off at 6:30 p.m., for period April through Sept. 30, except for special events when station may operate up to licensed sign-off time.

WBKV West Bend, Wis.—Granted authority to sign-off at 6 p.m. for month of April.

WPEO Peoria, Ill.—Granted authority to sign-on at 6 a.m., sign-off at 7 p.m. Sundays for period beginning May 1 through Aug. 31.

WIS-TV Columbia, S.C.—Granted extension of completion date to May 15.

Actions of March 24

KTXO Sherman, Tex.—Granted assignment of licenses to O'Connor Bcstg Corp.

KXRJ Russellville, Ark.—Granted assignment of license to C.R. Horne.

WDAK Columbia, Ga.—Granted license covering change of facilities, trans. location, installation DA-N and new trans.

KBRX O'Neill, Neb.—Granted license covering change of facilities installation of new trans. and specify new type trans.

Granted licenses for following am stations: WRMT Rocky Mount, N.C. remote control permitted; KASY Auburn, Wash.; WRIP Rossville, Ga.; WLST Escanaba, Mich.

WVCG-FM Coral Gables, Fla.—Granted license for fm station; remote control permitted.

WFID (FM) Rio Piedras, P.R.—Granted license for fm station.

KICD Spencer, Iowa—Granted license covering installation new type trans.

KALT Atlanta, Tex.—Granted license covering installation new trans.

KGLC Miami, Okla.—Granted license covering installation new trans.

WHYL Carlisle, Pa.—Granted license covering increase in power; installation DA-D; make changes in ant. and ground system; installation new trans. and change ant.-trans. location.

Actions of March 23

WIRT (TV) Hibbing, Minn.—Granted mod. of cp to change studio and trans. location to near Buhl, Minn., make changes in ant. and other equipment, ant. 460 ft., and waived sect. 3.613 of rules.

The following stations were granted extensions of completion dates as shown; KKTV (TV) Colorado Springs, Colo. (aux. ant.) to Aug. 31; WHP-TV Harrisburg, Pa. to July 3 (main trans. & ant. & aux. ant.); KORN-TV Mitchell, S.D. to Sept. 20; KPTV (TV) Portland, Ore. to July 1 (Aux. trans.); KTWX-TV Sheridan, Wyo. to Sept. 20; KERA-TV Dallas, Tex. to Sept. 30; WIRT Hibbing, Minn. to Sept. 18.

WMBC Macon, Miss.—Granted authority to operate specified hours beginning March 15 and ending June 1.

Actions of March 20

WKOV Wellston, Ohio—Granted authority to sign-off at 7 p.m. for period beginning May 1 through Aug. 31, except for special events when station may operate up to licensed sign-off time.

WCHO Washington Court House, Ohio—Granted authority to sign-off at 7 p.m. for period beginning April 1 through Aug. 31, except for special events when station may operate up to licensed sign-off time.

ACTIONS ON MOTIONS
By Commissioner John S. Cross

Accepted for filing amendment by Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M. to its application for mod. of cp to specify operation on 770 kc with 50 kw using directional antenna nighttime with specified parameters, and amended application accordingly. Action March 25.

By Chief Hearing Examiner James D. Cunningham

Granted motion by Moyer Radio, Providence, R. I., for dismissal without prejudice of its application for am facilities in Providence, R. I., and retained in hearing status remaining applications involved in consolidation. Action March 25.

Granted joint motion by The Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S. C., applicant, and protestants Wilton E. Hall and Greenville Television Co. for cancellation of April 2 hearing on application for modification of cp of WSPA-TV; continued hearing without date, and scheduled further pre-hearing conference for April 17. Action March 24.

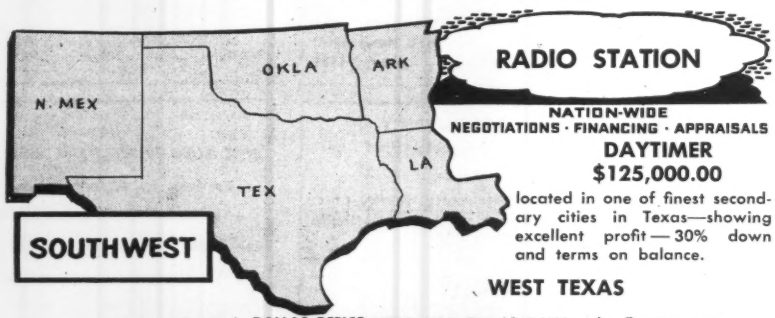
Granted petition by KPOJ Inc., for dismissal of its application for new tv station to operate on ch. 2 in Portland, Ore., and retained in hearing status two remaining applications involved in consolidation. Action March 24.

By Hearing Examiner J. D. Bond

Upon request by applicants, scheduled further hearing for 2:30 p.m., April 3, in New Orleans, La., ch. 12 proceeding. Action March 24.

Pursuant to agreements reached by all parties at March 24 hearing, continued fur-

Continued on page 111



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RADIO

Help Wanted—Management

Wanted: Manager-salesman for new daytimer opening soon in North Carolina. Small market experience helpful. Also announcers, engineers, copywriters. Write Box 286K, BROADCASTING.

Eastern group needs assistant station manager with sales and air background, several years staff experience, probably working now as announcer-salesman or pd and looking for chance to move up. Can offer full management position within 1 year. Desire family man with car. Send resume, tape and photo immediately. Box 343K, BROADCASTING.

Ambitious, energetic, young all-around radio man for management small market. Prefer one who can do sports and must be a good salesman. Premium pay to right man with 1st phone license. Full particulars, tape, picture and references in first letter. KCLP-P.O. Box 420, Rayville, Louisiana.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Sales

Salesman. Expanding sales staff of number one rated station in major Florida market to keep pace with growth of area. 5 kw music and news independent programming modern concept requires young, experienced, creative hard worker. Guaranteed salary against commission. Send photo, tell all in first letter. Box 331K, BROADCASTING.

Traveling salesmen. Need extra income? Producer of quality station breaks and jingles needs top flight salesmen in all territories. Contact Box 341K, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Best huntingand fishing in America plus $400 guarantee. Real salesman wanted to become sales manager. Send resume. KFLW, Klamath Falls, Oregon.

Salesman—Good guarantee against 15%, car allowance. KFRD, Rosenberg, Texas.

Growing Iowa station needs additional experienced salesman-announcer. Send resume and picture. KMAQ, Maquoketa, Iowa.

Expanding under new owners. Want aggressive man to sell good station against good competition. You can't coast in this job. Contact Ray Cheney, KRES, St. Joseph, Missouri.

Experienced salesman, radio. If you are aggressive, interested in making top money in substantial market with solid rado-tv operation, We want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM-Radio, El Paso, Texas.

Experienced radio salesman with ideas and follow through to sell for leading regional station in highly competitive market. Send resume, proven record and references to Gene Conrad, WERC, R.D. #4, Robinson Road, Erie, Pennsylvania. 9-9647.

Mr. Salesman: We could describe our beaches, fishin' and good livin' available to one who gets to join Savannah's most popular and powerful stations. However best of all you'll earn real money (not Confederate) while selling this area's top station. Your inquiry confidentially acknowledged. Rush complete info to WSAV-AM-TV, Savannah, Georgia.

Help Wanted—(Cont'd)

Sales

Two highly qualified salesmen to join expanding 8-station radio-tv chain. Age 21-36. Opportunity to advance to management. Excellent draw, 15% commission. For Norfolk, Va. and Wilmington, Del. Send background, history of billings and photo to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Del.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Need experienced, enthusiastic air salesman for fast growing eastern group. Must have at least 1½ years air experience. Pay $90 week to start with, regular raises. Send tape, photo, and resume immediately. Box 344K, BROADCASTING.

Announcer: Experienced who is interested in learning to write local news. $85 per week. Pennsylvania station. This is not for actors, singers or hillbillies. Box 406K, BROADCASTING.

Announcer. Beginner considered. Good voice and reading ability essential. We'll train. Straight board, selling in future. Located edge of Black Hills for ideal hunting and fishing. Send tape and resume to Roy Marsh, KASL, Newcastle, Wyo.

Immediate opening for top flight announcer. Must be alive, have good voice and a college background. Single station market, excellent salary and security. Send tape, resume, photo and references to G.B. McDermott, Radio Station KBUR, Burlington, Iowa.

Top Texas independent needs experienced announcer-first phone engineer for midnight to 6 a.m. shift, six days per week. Salary based upon experience, ability and desire to get ahead. Call or write William Duke, Station Director, Radio Station KDSX, Denison, Texas.

Announcers-newsmen—Good salary for right people. Full details to KFRD, Rosenberg, Texas.

Announcer, first phone. New studio and equipment. Mobile unit, 5 kw, CBS, adult programming. Good salary. Must have good voice, be able to sell on air. Apply by letter to KOLT, Scottsbluff, Nebraska.

Immediately, announcer-copywriter. Minimum $85 . . . more for really good man. Tape, history, samples to Kenn Maloney, Manager, KUVR, Holdrege, Nebraska.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Radio-announcer FCC restricted license minimum. $2.00 per hour plus time and a half for overtime, six day week, forty-eight hours maximum. Operate Gates board. Must have good voice. Submit photo, tape, and details with first letter to John M. Spottswood, WKWF, Key West, Florida.

Woman announcer. Now auditioning for woman announcer who can write good copy and aid in sales calls. Send full information background references, photo, tape. Personnel Dept., WLAC Radio, Nashville 3, Tennessee.

Top 40 station in major midwest market looking for dj who's hep to McLendon. Good salary to right man. Send picture, tape and resume % Ted Estabrook, 8 East 96th Street, N.Y. 28.

Help Wanted—(Cont'd)

Announcers

N.Y. metropolitan area network flagship, seeks experienced announcer. Preferably aged 25-30, with news know-how, adeptness at board, ability to intro good music programming. No dj personalities wanted. Must be available for personal interview. Contact: Ed Robbins, WVIP, Mount Kisco, N.Y. Telephone Mount Kisco 6-5177.

DJ opportunity, major market—$450 monthly start for four hour show daily. Should have sense of humor and dig modern radio. Eighteen month contract. Lottsa side dough. Must be fast and have first phone. Send tape, etc., to Wally Nekskog, "Cutie Radio," 8633 39th, S.W., Seattle 16, Washington.

Wanted: Experienced announcer. Ideal living conditions, shirt sleeve climate. Send tape and references. P.A. Husebo, P.O. Box 790, Leesburg, Florida.

Technical

Our chief just received cp of his own. Need replacement. Station and equipment is only 1 year old. Will probably be building another new one within a year. Eastern group operation with unlimited opportunity. Send resume and state salary requirements. Box 345K, BROADCASTING.

Chief or maintenance engineer with some announcing. Must have transmitter and other maintenance experience. Send tape and resume to Dick Bott, KDON, Salinas, California.

Immediate opening for combination engineer-announcer. Must have 1st phone; $85 per week. Send tape, resume to WCRA, Effingham, Illinois.

Wanted: Engineer-announcer. Experienced announcer with 1st class ticket. Stress on announcing. Ideal living conditions, shirt sleeve climate. Send tape and references. P.A. Husebo, P.O. Box 790, Leesburg, Fla.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Experienced local news reporter needed for New Mexico 1000 watt daytimer. Gather and announce three times a day; attend meetings, become part of community. Send qualifications, tape, experience, past employers, family status, salary requirements to Box 270K, BROADCASTING.

Copywriter for fast paced modern concept indie in big Florida city. Want young, creative hard worker. Must be able to blend sounds and ideas into top-notch production copy that sells, and maintains the fast pace and distinctive sound that gives station number one rating. Salary good. Send photo, tell all in first letter. Box 332K, BROADCASTING.

Wanted: Experienced newsman for midwestern station. Must be able to read own newscasts. Growing station needs second newsman. Send tape and resume to Box 334K, BROADCASTING.

Program producer-announcer for one year starting July 1, 1959, by a midwestern university radio station. Could become permanent position. Must be university graduate, prefer person with educational and commercial radio experience. Salary $5500-$6000 with month vacation and other benefits. Write Box 376K, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box 380K, BROADCASTING.

Immediate opening for copywriter. Must be experienced. Salary open. Send sample of promotion as well as copywork as soon as possible. Gene Edwards, WROW, Albany, New York.

RADIO

Situations Wanted—Management

General manager who has topped industry sales records seeks new opportunity for revenue expansion. Twenty-five years experience. Specialist in operations and sales productivity. Box 247K, BROADCASTING.

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K, BROADCASTING.

Broadcast executive available due to station sale. Extremely able, capable with 20 years experience, including sales manager, general manager in radio and television, medium and metropolitan markets. Top references, married, college graduate, age 43. Replies confidential. Resume available. Box 349K, BROADCASTING.

Attention: Station owners: Tripled present station's worth in 3 years. Seeking opportunity manager, or sales manager radio or television. Top flite air man, excellent football play-by-play. 35, married, 2 boys, no drinker. Love to sell. Reply Box 415K, BROADCASTING.

Manager for small or medium market, 36. Presently, commercial manager, Chicago indie. Box 446K, BROADCASTING.

Station execs—increase your air personnel's rating, selling power. Order "Radiomanship Guide" by top market announcers and agency personnel. $2.00. DeBu Features, 20 E. Huron Street, Chicago, Illinois.

Need a manager? Am selling my Freeport, Texas station to buy in larger market. My Freeport manager can come with me to the big city or stay as assistant to new owners. However, he wants to stay as manager for which he is fully qualified and experienced. He has a first-class license, is an excellent salesman and announcer and is 100% honest, loyal and hard working. I cannot recommend him too highly. He will be at the TAB Convention in Austin. Contact him direct or call me. William Schueler, K-JIM, Fort Worth, Texas.

Sales

Salesman/announcer. Love challenging sales problems. Write copy. Operate board. Box 390K, BROADCASTING.

Attention major markets: Replace bottom man on your totem pole with one outselling all competition his market. Box 400K, BROADCASTING.

Announcers

New Yorker, three years experience wishes to relocate in northern states. Box 309K, BROADCASTING.

DJ-announcer, aggressive young man with a good sense of humor. Have stuff, will travel. Need break. Broadcast school grad. Box 315K, BROADCASTING.

DJ-announcer—have voice, ideas, personality, versatility. Don't have experience. Yours to mold. Box 362K, BROADCASTING.

Experienced first phone announcer. No maintenance. Hundred miles nation's capital. Box 389K, BROADCASTING.

Gospel programs. Announcer - producer - packager. Capable handling commercial staff duties. Box 391K, BROADCASTING.

Young man. Determined to succeed. Well trained. Any reasonable offer? Box 392K, BROADCASTING.

Announcer, mature. Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 393K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Country/western music. My strongest suit. Capable—staff, controls, sales. Box 394K, BROADCASTING.

Negro deejay. Smooth patter, efficient. Production. Controls. Audition tape. References. Box 395K, BROADCASTING.

Girl broadcaster. Capable, versatile. Operate board. Writing, production, publicity, sales. Box 396K, BROADCASTING.

Announcer—Graduate professional radio school; veteran. Tape, photo, resume available. Box 397K, BROADCASTING.

Sportscaster—Extensive baseball knowledge. Resume, taped play-by-play available. Box 398K, BROADCASTING.

California: Reliable, relaxed personality, news. Money, shift no object: Emergency. Box 407K, BROADCASTING.

Established personality in large market will consider relocating in metropolitan area, west coast or New York City, deejay or tv. Box 408K, BROADCASTING.

Start tomorrow: 4 years radio, some tv. Desire permanency good music station. Adult deejay, strong newscaster, sportscaster. Excellent references, family, veteran. Please include pertinent details. Prefer live audition. Box 409K, BROADCASTING.

First class license, no maintenance. Limited experience. Native of northwest. Box 412K, BROADCASTING.

Top announcer-dj. Married, vet. Seeking nite work in modern music (Jazz) conscious station. Presently employed in large market. Close to 3 years experience all phases commercial radio. Box 414K, BROADCASTING.

Tops with news, good music; 1st ticket; south, Florida. Box 416K, BROADCASTING.

Sportscaster—8 years radio-tv, play-by-play major college football, basketball, minor league baseball. Currently employed. Box 417K, BROADCASTING.

News announcer and writer. 4 years experience and presently in the nation's 9th market. Age 26. Single. Box 423K, BROADCASTING.

Versatile, good music and newsman. Commercial specialist. Try me. Box 428K, BROADCASTING.

Friendly, relaxed dj. No screaming, news, desire medium market. Box 431K, BROADCASTING.

Announcer. Radio/television trained seeks position New York metropolitan area. Box 432K, BROADCASTING.

Pleasing, convincing announcer, news, sports, commercials—strong music and dj background—over two years experience major network outlet—clean, dependable, single, age 26, immediately available, prefers midwest. Box 433K, BROADCASTING.

Announcer-dj. 4 years experience. Married, veteran, college graduate. Looking for permanent position in larger market. Box 436K, BROADCASTING.

Announcer-deejay-engineer, 2 years experienee. Want fast paced operation. Prefer California, but will relocate position warranting. Maintenance. Box 438K, BROADCASTING.

Canada or United States. Announcer, dj, sportscaster. Five years experience in all phases. Professional radio, television school graduate. Married. Box 439K, BROADCASTING.

Announcer—13 years radio—versatile. Wish to relocate California, Arizona, Florida. Box 440K, BROADCASTING.

Announcer-experienced, run board, settle down, not a floater. Box 441K, BROADCASTING.

Ex-professional athlete, 25, draft exemption, sales experience, desires opportunity as a sportscaster. Will consider others. Box 444K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced sportscaster. 10 years experience. Now in major midwest market. Have done big 10 football, basketball, baseball, track, boxing, swimming, hockey and wrestling. Also N.C.A. Basketball, state high school basketball, finals all-high school sports. Single, 29, finest references. Now working in both radio and television. Box 445K, BROADCASTING.

Time your inquires to reach broadcasters, 203 North Bay Front, Balboa Island, California not before April 15. Two potent air salesmen, dynamic builders flee eastern multi-market success, coming home to coastal California to stay. Will swing together or separately anywhere from San Francisco to San Diego!

Announcer-dj-newscaster. 5 years experience, presently employed. 24 years old, married, college. Want permanent position with future. Excellent taste in music; deep, pleasing voice. Easy to work with, good personality, operate own board. Excellent references and tape by return mail. Location secondary if job is right. Box 477, Avon Park, Florida.

Announcer, dj; first phone. all phases news, play-by-play color all sports. Programming, copywriting and sales. Vet, single. Permanent-west coast only. 5 years total experience. Personal interview required 500 miles of Los Angeles. Box 7351, Bixby Station, Long Beach 7, California. Phone GArfield 421-14. Midnight to dawn or late shift preferred. Jazz, classical and standard music featured.

Young, ambitious announcer, minimum experience, veteran, would like fast paced show. Jimmie Cross, 1496 Buntyn, Memphis, Tennessee.

DJ needs job. Pittsburgh, Cleveland area. Experienced. "Mr. Dee", Cove Station, Weirton, W. Va.

First phone announcer. College and experience. Brad Melton, 5319 Rocky Ridge, Dallas, Texas, FR 4-7568.

Immediately available. Good announcer with experience. Ohio, Indiana, Kentucky area. Tom Mulroy, 6733 Placid Place, Silverton, Ohio. Phone TWeed 1-3837.

Top announcer. The team is the theme. Write Phil Patrick, 3910 Waldo Blvd., Manitowoc, Wisconsin.

Staff announcer experienced. Jack J. Quirk, 1410 Byron St., Chicago, Illinois.

Technical

Chief engineer-announcer, experienced directional and remote control, wants to relocate in the south. Box 311K, BROADCASTING.

Transmitter or small station chief position wanted. Experienced. South preferred. Box 410K, BROADCASTING.

Engineer-announcer, first phone, maintenance experience, presently employed. Will consider CE position. Contact Box 419K, BROADCASTING.

First phone engineer: 14 years experience at 50 kw in one of largest chains; fully experienced in all phases of radio; settled family man, desires to relocate on or near east coast. Box 422K, BROADCASTING.

First phone man, slightly handicapped, no experience, desires immediate employment with an opportunity to learn. Salary secondary. Eddie Kelton, 2603 Inwood Road, Dallas 35, Texas.

Dependable 1st phone caught in personnel cutback. Light maintenance. Don Scutt, 1233 McPherson Ave., S.E., Atlanta, Ga.

Production-Programming, Others

Experienced team, male and female, party line-playhouse type program. Personal interview-audition, preferred. Write or wire. Box 388K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Program director-sales promotion. Seven years medium market experience includes all types production and direction, plus sales background. Strong tv copy, commercial campaigns as well as creative programming. Work well with customers, salesmen, staff, public. Will consider sales promotion, programming or both. 31, family. Box 323K, BROADCASTING.

March Northwestern journalism grad seeks position in radio or tv news reporting, writing, and broadcasting. Top professional experience; excellent references. Married, M.S., available immediately. Resume on request. Detail opening, salary. Box 427K, BROADCASTING.

Continuity director. Nine years radio-tv. Production. Hard sell. Rapid typist. Congenial. Cooperative. Box 435K, BROADCASTING.

TELEVISION

Help Wanted—Management

Opportunity knocks! Successful vhf network affiliate in southwest will groom young man not over 40 for assistant manager. Man we seek is probably top announcer who graduated to program director or sales and now seeks further advancement opportunity. Must know production, programming and traffic, be able to hire, supervise and work with staff, make sales calls and presentations and assume responsibility for station operation under manager's directions. Native of southwest or south preferred. Position requires ability and hard work. Send complete resume, photo and state present earnings. All replies confidential. Box 413K, BROADCASTING.

Sales

Excellent opportunity for energetic, effective salesman of dependable character with vhf in expanding Texas market. Box 384K, BROADCASTING.

Midwest television station serving 150,000 homes seeks experienced local salesman. City population over 100,000. Terrific local potential. Top salary, plus commission arrangement for right man. Box 418K, BROADCASTING.

Announcers

Announcers wanted (2) for television work in New Hampshire. $90 per week. Prefer men with bass type voices. Call Columbia 5-7480, Washington, D.C.

Experienced tv announcer, live camera, booth, production work, handle weather show, some radio. KMMT-KAUS, Austin, Minnesota.

Excellent opportunity for experienced announcer in leading integrated radio-tv operation. Must be good air salesman both radio and on-camera. WSAV Radio-Television, Savannah, Georgia.

Technical

Wanted: First class operator, heavy on maintenance for high-powered tv station in mid-western market. High potential for right man. Send references and personal description to Box 424K, BROADCASTING.

Engineers wanted (3) for UHF station New Hampshire. Prefer one who has had uhf experience on a 25 kilowatt or 50 kilowatt RCA air-cooled transmitter. $500 per month and home furnished 4 miles from town. One assistant chief must be extra good technician on RCA studio equipment. One trainee engineer also wanted. Call Columbia 5-7480, Washington, D.C.

Studio engineer with maintenance and operating experience. Familiarity with DuMont studio equipment desirable. Good pay scale commensurate with ability and experience. Please send full resume with picture to Edward M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Television studio engineer. Must be experienced and have first phone license. Give experience, references and requirements in first letter. W. E. Dixon, WCHS-TV, Charleston, West Virginia.

Engineer, 1st radio-telephone license for vacation relief. WHIO-TV, Dayton, Ohio.

Situations Wanted—(Cont'd)

Production-Programming, Others

Copywriter with commercial creativity for vhf, large Texas market. Box 381K, BROADCASTING.

Traffic director for network vhf. Box 382K, BROADCASTING.

Newsman-announcer for television or radio. Must be able to gather, write and deliver news. Box 383K, BROADCASTING.

Excellent opportunity for producer-director who is ready for production manager's job. Midwest NBC affiliate 350,000 sets. Send full details Box 426K, BROADCASTING.

WFMY-TV needs a smart promotion girl to handle public service and program on-the-air material, write weekly newspaper column on tv, prepare newspaper ads and allied publicity responsibilities in four-person department. Job must be filled very soon. Experience in broadcast field required. Write General Manager, WFMY-TV, Greensboro, N.C., giving full information on background, salary requirements and send samples of work and photograph. Excellent living and working conditions offered.

All-around ETV assistant: Switch and ride audio, splice film, write continuity, some live producing. $3800-$4600. Send photo, how you can fit job, references airmail to WJCT, 1070 E. Adams, Jacksonville, Fla.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television radio experence. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Successful salesman with 15 years tv and radio experience in both major and small markets as salesman, commercial manager and manager would like permanent connection with responsible operation. Happily married, sober, conscientious and capable. Profitable asset to any organization. Now employed but available at once. Box 387K, BROADCASTING.

Sales

Radio-tv time salesman—mature, industrious, imaginative salesman with record of selling intangibles seeks opportunity to sell time. Can double as announcer. Also speak fluent Spanish. Will answer every reply with complete resume and photo. Box 353K, BROADCASTING.

Mature, experienced on camera salesman. Authoritative delivery. Strong commercially. Nine years experience, four years in radio, five in television. Excellent background in sales, promotion and merchandising. College education, married, with two children. Age 29. Canadian Network experience and managerial experience in private television. Prefer large competitive market where there's a real selling job to be done. Excellent references. Currently employed and handling lion's share of live commercials. Salary open. If you have a permanent position with a future, contact Box 402K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

News, announcer. Good sounding. Serious appearing. Desire initial television opportunity; location unimportant. Radio experience. Box 287K, BROADCASTING.

Television announcer: 25 years old, married, two children. 2 years experience all phases tv announcing, 8 years radio, plus college. Box 401K, BROADCASTING.

Experienced-top notch announcer-newscaster-sportscaster. VHF-am. 6 years in major markets. Best references. On camera play-by-play, write and edit news, direct. Married, college, dependable. Good salary requirement for permanent position. South or southwest preferred. Box 405K, BROADCASTING.

Announcer-Director. Eight years experience. Best references. Desire permanent position. Box 429K, BROADCASTING.

Florida—Network type announcer, familiar all phases. Best references. Experienced. Excellent for television. Box 430K, BROADCASTING.

Ten years radio and television, completely experienced all phases. Specialize play-by-play, on air news, commercials, ad-lib shows. Present very good on camera appearance. Topnotch references, including present manager. Top ability desires top job in good market at equitable salary. Go anywhere for right opportunity. Contact Bill Gardner, 2422 Broad Ave., Altoona, Pa. Phone Windsor 2-2880. Tape, brochure, picture available. Ready, willing and able to do a real job for you.

Technical

Studio technician with first, now living in California, desires position with growing station. Some experience with camera and control room. Box 385K, BROADCASTING.

First phone tv engineer. Studio and transmitter experience. South preferred. Box 411K, BROADCASTING.

Engineer-announcer, first phone, transmitter and studio experience. Presently employed wish to relocate. Maintenance a specialty not a side-line. Contact Box 420K, BROADCASTING.

TV engineer wishes to relocate—first phone, studio, transmitter, film, maintenance, installation, and microwave experience. Presently employed. Two years commercial experience with best references. Box 421K, BROADCASTING.

Engineer-first phone. Six months experience in one man operation. Available immediately. East or midwest preferred. Box 442K, BROADCASTING.

1st phone RCA graduate, experienced studio, control room, cameras, audio-video switching, light maintenance. Box 443K, BROADCASTING.

Production-Programming, Others

Need a news director? Top qualifications, top references, top accomplishments for a station aiming at top news programming. Box 327K, BROADCASTING.

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 339K, BROADCASTING.

Television Station Wanted

One of America's sharpest TV operators, presently operating a TV station, would like to purchase 49.9% or more interest in a television station. Prefer a station which has too much overhead and operating expense for its income, a station that is costing more than $25.00 per hour to operate, a station that is losing money or not making enough to justify the investment.

I am not a broker, however, would like to hear from brokers. Willing to invest $250,000.00 for an interest or as down payment on a purchase.

Box 350K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Creative director-producer. Well versed in all phases of practical tv production and operation. Co-ordinator director of award winning shows. Desire position with progressive station demanding sales-minded imagination. Box 399K, BROADCASTING.

Radio-tv newsman, network training and good voice. Writes professional news copy. Seven years experience. Wants major market, either medium. Box 434K, BROADCASTING.

FOR SALE

Equipment

Presto 6-N 3-speed microgroove disc cutter, $400; Viking 85ESQ tape deck and two RP62 (VU) amplifiers in portable case, almost new; $300. New Shure 333 and stand, $110. Box 425K, BROADCASTING.

Trade? Have two 16" Presto turntables T68AH. Never unpacked. Want good rack mount tape recorders. Make offer. Box 437K, BROADCASTING.

Used professional tape excellent condition $1.00 per 1200' reel in lots of 10 or more. JUdson 6-5577, New York City.

Westinghouse 10 kw fm-10 amplifier, complete with rectifier and power supply in matching cabinets. $7,500.00 f.o.b., Washington, D.C. Write Box 1539, Sarasota, Florida —Call Tel: Washington, D.C. COlumbia 5-4666.

Crown broadcaster. Single track tape recorder. $250, used two years, 3 inputs, 500 and 16 ohm output with up to 20 watts power. Complete with portable case. KDIO, Ortonville, Minnesota.

One brand new professional "rack mount" tape recorder with all modern features for $495. Contact Chief Engineer, Ellis Fienstein, Radio Station KMED, Medford, Oregon.

Two new 200 foot Stainless towers complete! KSOP, Salt Lake City, Utah.

One complete Gates RCM12 remote control system in excellent condition. Original price $2,335.00, sales price $999, fob. WHSC, Hartsville, South Carolina.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Co., Box 31, Temple, Texas.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

General Electric 3 kw BT-3A fm transmitter tested. $4,000 or best offer. TV-fm-am transmitters and studio equipment. Technical Systems Corp., Dept. LD, 12-01 43rd Ave., L.I.C. 1, N.Y.

WANTED TO BUY

Stations

CP or station in difficulty, sought by responsible operator. Box 902H, BROADCASTING.

Midwest am. Price in neighborhood of $50,000. Qualified party. Our CPA will audit. Box 447K, BROADCASTING.

Radio stations in the mid-west. Send details to L. L. Gould, Mid-America Broadcasting System, Inc., P.O. Box 297, Highland Park, Illinois.

Equipment

DuMont video switching and mixing equipment, type TA-178-B. Box 206K, BROADCASTING.

Set of western station break jingles, for all country and western radio station. K-KEY, Vancouver, Washington.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Literature to help you pass FCC phone exams. Free information. Wallace Cook, 1614C Morson Road, Jackson 9, Mississippi.

MISCELLANEOUS

Sputniks I-II and four U.S. Satellites recorded with informed narrative. Ready for airing. 7½ ips 5" reel dual track $3.95; 7" full $4.95. Box 404K, BROADCASTING.

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Size 3¾ x 5¾ $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

RADIO

Help Wanted—Sales

5000 WATT AM STATION
URGENTLY NEEDS ADDITIONAL
EMPLOYEES FOR EXPANDING OPERATION

One Experienced Salesman with proven Sales-Service background, some announcing. One Night time Announcer-Engineer. One Engineer for Board and Production-Maintenance Duties. Some Announcing, experience necessary.

Will answer all inquiries. Rush tape with first letter. Include references, etc. Confidential. Will return tapes. Salaries above average. Paid vacation, insurance, bonus system for employees. Permanent.

Merle H. Tucker
Manager KGAK
Gallup, New Mexico

Technical

FIELD ENGINEER

3 to 5 years experience in TV broadcasting, either as design or station engineer. Familiar with testing and all technical procedures in trouble-shooting electronic equipment. Prior experience as field engineer and willingness to travel extensively desired.
Excellent opportunity with rapidly expanding company. All benefits. Reply stating education, experience and salary desired, to: Box B 169, 125 W. 41 St., New York.

RADIO

Situations Wanted—Management

Just sold station. Because of family's health must relocate in Arizona or Southern California. Manager on percentage or lease with option to buy. 14 years radio experience.
Box 319K, BROADCASTING

TELEVISION

Help Wanted—Announcers

RADIO-TV NEWSMAN

Experienced newsman to report from Mobile News Unit, film news for TV, and handle on-camera TV newscasts and 5-minute radio newscasts. Good starting salary plus talent fees on all sponsored newscasts. Top news operation in large Eastern Seaboard market. Box 403K, BROADCASTING

WANTED TO BUY

Stations

WANTED — STATIONS FOR SALE

Have active list of interested buyers for all types of markets. All correspondence confidential.

Franklin, Charters, Taplin & Co.
P.O. Box 12, Buffalo 21, N.Y.

PERSONNEL SERVICE

Top placements in the dynamic new southeast in top jobs.
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PLACEMENT CENTER, INC.
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PERSONNEL
PAUL BARON, *Managing Director*
100 West 42nd Street, New York 36, N.Y.
WIsconsin 7-6322 (Phone for appointments)
(Enclose return postage with tapes)

MISCELLANEOUS

Independent Radio affiliate with "American Tele-Hearing System"

Write
Jess Mason, 407 Governor Bldg., Portland, Oregon

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel.

STATIONS FOR SALE

CALIFORNIA 5 KW FULL-TIME

Proved number 1 in fast growing market of over 300,000 people, $225,000 all cash.

Box 361K, BROADCASTING.

OPPORTUNITY FOR OWNER-MANAGER

Small Southern market 1,000 watt daytimer—$28,000, $5,000 cash. Attractive terms.

Box 386K, BROADCASTING.

Fla.	Single	250w-F	55M	terms
La.	Single	250w-D	35M	terms
Ala.	Medium	1kw-D	65M	terms
Md.	Single	500w-D	65M	cash
W.Va.	Small	250w-F	30M	cash
Ill.	Single	500w-D	80M	terms
Ky.	Medium	1kw-D	175M	terms
Pa.	Sm-med.	1kw-D	100M	terms
Fla.	Medium	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
Gulf	Medium	1kw-D	98M	terms
Va.	Metro	1kw-D	150M	terms
S.E.	Metro	500w-D	75M	terms
S.E.	Major	5kw-D	250M	cash
Fla.	Large	250-w	250M	terms
East	Large	250w-D	450M	terms
S.W.	Large	clear	225M	terms
South	Medium	VHF-TV	750M	terms

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STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
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Los Angeles 28, Calif.
HOllywood 4-7279

Continued from page 106

ther hearing to date to be fixed by subsequent order in proceeding on am applications of Berkshire Bcstg. Inc. (WSBS), Great Barrington, Mass., and Naugatuck Valley Service Inc., Naugatuck, Conn. Action March 24.

Granted supplemental motion by Donald W. Huff to further correct transcript volume 4 in proceeding on his am application and that of Equitable Publishing Co., both Lansdale, Pa. Action March 24.

Granted petition by Pacific Television Inc., for extension of time from March 25 to April 10 to file proposed findings of fact and conclusions and from April 6 to April 20 for replies in proceeding on its application for new tv station to operate on ch. 11 in Coos Bay, Ore. Action March 24.

By Hearing Examiner Basil P. Cooper

Retroactive to March 20, granted motion by Ben S. McGlashan (KGFJ), Los Angeles, Calif., for continuance of evidentiary hearing from March 20 to April 24, and referred to Commission for appropriate action McGlashan's petition to remove from hearing docket and place in pending file application of Intrastate Bcstrs, Pomona, Calif. Action March 27.

Granted motion by The Price Bcstrs Inc., Frederick, Md., to correct transcript in proceeding on its am application, et al. Action March 27.

By Hearing Examiner Thomas H. Donahue

Granted motion by Vernon G. Ludwig for extension of time from March 25 to April 8 to file reply comments in proceeding on his application and that of Pan American Radio Corp., for am facilities in Tucson and Benson, both Arizona. Action March 26.

On own motion, by memorandums, formalized oral rulings at conferences and corrected transcript of March 9 proceeding on am applications of Cannon System Ltd. (KIEV), Glendale, Calif., et al. Action March 24.

By Hearing Examiner Charles J. Frederick

Granted petition by Kenneth G. Prather and Misha S. Prather, Boulder, Colo., for leave to amend their am application to move trans site about 0.2 mile to the west of originally specified site. Action March 26.

Granted petition by Florence Bcstg. Inc., Brownsville, Tenn., for leave to amend its am application to specify frequency 940 kc instead of 1420 kc, and remove amended application from hearing. Action March 27.

Granted petition by Broadcast Bureau for extension of time from March 25 to April 6 to file responsive pleadings to petition to enlarge issues in proceeding on am applications of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet, N. Y., and Fairview Bcstrs., Rensselaer, N. Y. Action March 25.

Upon oral motion by Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet, N. Y., rescheduled prehearing conference scheduled for March 27 for April 10 in proceeding on their am application and that of Fairview Bcstrs., Rensselaer, N. Y. Action March 24.

By Hearing Examiner Millard F. French

By agreement of parties, continued hearing from May 6 to June 1 in Lake Charles-Lafayette, La., ch. 3 proceeding. Action March 27.

On own motion, continued without date hearing scheduled for March 30 in proceeding on am applications of Granite City Bcstg. Co., Mount Airy, N. C., and Cumberland Publishing Co. (WLSI), Pikeville, Ky. Action March 25.

By Hearing Examiner Isadore A. Honig

Granted request by Clifford C. Harris for extension of time from March 31 to April 8 to file proposed findings of fact and conclusions, and from April 13 to April 23 to file replies thereto in proceeding on his application and that of Standard Bcstg. Corp., for am facilities in Oswego, N. Y. Action March 26.

Granted petition by Sussex County Bcstrs. (WNNJ), Newton, N. J., for continuance of prehearing conference from April 1 to April 30 and hearing from April 27 to May 27 in proceeding on its am application. Action March 26.

Scheduled further hearing for April 21 in proceeding on am application of Radio KYNO, The Voice of Fresno (KYNO), Fresno, Calif.; proposed additional exhibits of McMahan Bcstg. Co. will be exchanged with counsel for all other parties on April 1, and any proposed additional exhibits of KYNO will be exchanged with counsel for all other parties on April 15. Action March 24.

By Hearing Examiner Annie Neal Huntting

Granted motion by Wabash Valley Bcstg. Corp., to postpone dates for filing pleadings in Terre Haute, Ind., ch. 2 proceeding as follows: Corrections to transcript—March 30 to April 3; proposed findings and conclusions—April 6 to April 16; and reply findings and conclusions—April 27 to May 7. Action March 27.

By Hearing Examiner H. Gifford Irion

Granted request by May Bcstg. Co., Shenandoah, Iowa, for continuance to April 15 for exhibits to be exchanged and for continuance of hearings from April 8 to April 27 in proceeding on its application for renewal of license of am station KMA. Action March 26.

Upon request of Booth Bcstg. Co. (WBBC), Flint, Mich., continued hearing from March 25 to April 1 in proceeding on its am application. Action March 24.

By Hearing Examiner Forest L. McClenning

Granted petition by Seattle, Portland and Spokane Radio to accept notice of appearance in proceeding on am application of Seaside Bcstg. Co. (KSRG), Seaside, Ore.; scheduled prehearing conference in proceeding on Seaside's application for April 10. Actions March 26.

Granted motion by Los Banos Bcstg. Co., Los Banos, Calif., insofar as it requests continuance of hearing date in proceeding on its am application; scheduled prehearing conference for May 21, and continued hearing to June 18. Action March 26.

Pursuant to agreement reached at March 26 prehearing conference, continued hearing from April 1 to April 6 in proceeding on am applications of Russell G. Salter Inc., Dixon, Ill., et al. Action March 27.

Scheduled further prehearing conference for March 26, at 3:30 p.m., in proceeding on am applications of Russell G. Salter Inc., Dixon Bcstg. Co., both Dixon, Ill., and WRAC Inc., Racine, Wis. Action March 24.

By Hearing Examiner Herbert Sharfman

At prehearing conference March 26, among other things, following schedule was agreed upon in Terre Haute, Ind., ch. 10 proceeding: May 25 further prehearing conference; June 8 hearing. Action March 26.

Granted petition by Alvarado Television Inc., for further extension of time for filing proposed findings of fact and conclusions from April 2 to May 18 and from April 17 to June 1 for filing replies in proceeding on application of Video Independent Theatres Inc. (KVIT), Santa Fe, N. M. Action March 26.

On request by Fisher Bcstg. Co. in its opposition to motion for continuance, scheduled oral argument on motion for continuance filed by Tribune Publishing Co. for March 26 at 3 p.m., in Portland, Ore., ch. 2 proceeding. Action March 23.

By Hearing Examiner Elizabeth C. Smith

Granted petition by Southern General Bcstg. Co., Inc. (WTRO), Dyersburg, Tenn., for continuance of hearing from March 30 to April 15 in proceeding on its am application. Action March 27.

License Renewals

Following stations were granted renewal of license: KCSJ-AM-TV Pueblo, KFML-AM-FM Denver, KGMC Englewood, KIUP Durango, KREX-AM-TV Grand Junction, KCMS-FM Manitou Springs, KRNW(FM) Denver, KBTV(TV) Denver, KTGM(FM) Denver, *KRCC (FM) Colorado Springs, *KSHS Colorado Springs, KKTV (TV) Colorado Springs, KOA-TV Denver, *KRMA-TV Denver, KSLV Monte Vista, KUBC Montrose, KVFC Cortez, KWBY Colorado Springs, KYOU Greeley, KLZ-AM-TV Denver, KRDO-AM-TV Colorado Springs, KAVI Rocky Ford, KBOL Boulder, KCRT Trinidad, KFEL Pueblo, KFLJ Walsenburg, KLMR Lamar, KMYR Denver, KOSI Aurora, KPIK Colorado Springs, KPOF Denver, KRAI Craig, KRLN Canon City, all Colorado.

KSTP-AM-TV St. Paul, KTOE Mankato, KVOX Moorhead, KWAD Wadena, KWEB Rochester, KWLM Willmar, KWNO Winona, KYSM Mankato, WAVN Stillwater, WDGY Minneapolis, WTCN-AM-TV Minneapolis, KWFM(FM) Minneapolis, KBMO Benson, KDHL Faribault, KDIO Ortonville, KDUZ Hutchinson, KLOH Pipestone, KRFO Owatonna, KDLM Detroit Lakes, KGDE Fergus Falls, KLGR Redwood Falls, KMHL Marshall, KNUJ New Ulm, KWOA Worthington, WELY Ely, WJON St. Cloud, WLOL-AM-FM Minneapolis, WMFG Hibbing, WPBC Minneapolis, KFAM-FM St. Cloud, KTIS-FM Minneapolis, KDAL-TV Duluth, KMMT (TV) Austin, WCCO-TV Minneapolis, all Minnesota.

KGEZ Kalispell, KVGO Missoula, KOOK-TV Billings, KFBB-TV Great Falls, KMSO-TV Missoula, KXLF-TV Butte, KVCK Wolf Point, KBMN Bozeman, KCAP Helena, KIYI Shelby, KOFI Kalispell, KOPR Butte, all Montana.

KUMV-TV Williston, KDIX-TV Dickinson, KFYR-TV Bismarck, KMOJ(TV) Minot, KNOX-TV Grand Forks, WDAY-TV Fargo, KXGO Fargo, KXJB-TV Valley City, KXMC-TV Minot, KFJM Grand Forks, KGPC Grafton, KILO Grand Forks, KLPM Minot, KQDI Bismarck, all North Dakota.

Take a tip from the doorman

"Land of the outstretched palm," some author once dubbed Florida. His hyperbolic words made entertaining reading and inspired many rib-tickling toastmaster jokes. But on today's Florida scene, their implication just isn't true.

Ask any Florida hotel doorman. He'll tell you the average visitor is neither a "soft touch" for gratuities nor the profligate spender he is reported to be. For that matter, you don't have to take a doorman's word for it—just have a look at these facts.

Florida's official, 1958 Winter Tourist Survey shows that daily expenditures averaged $11.85 per person. And that average includes the spending of those who stay in plush hotels and slip the doorman "king-size" tips, as well as that of more modestly budgeted sojourners.

As could be expected, summer-average expenditure figures drop considerably from the winter highs because of the reduced tariffs in effect at most Florida resorts. Going summer rates for motel, apartment and hotel accommodations are about one-half of the winter peak. In summer, too, many resort owners add packaged entertainment programs to their list of attractions at little or no additional cost.

All in all, there's a time and place for every vacation budget in Florida. And no place else do vacation dollars buy so much breeze-swept fun.

From season to season as you report on the Florida scene, you may have need for more details on the cost of Florida holidays or other aspects of the state's economy. Let us serve you. Simply write:

Florida Development Commission
515-W Caldwell Building
Tallahassee, Florida

Florida

YEAR 'ROUND LAND OF GOOD LIVING

OUR RESPECTS TO . . .

Harold Guy Cowgill

What are the ideal characteristics for a man to have when you want him to head up broadcast activities at the FCC? Undoubtedly he should have some broadcast experience, some government background, preferably in the FCC, and, of course, some knowledge of communications law.

Mix with these a quiet, almost self-effacing ability to get people to work together and you have the present chief of the FCC's Broadcast Bureau, Harold Guy Cowgill.

Hal Cowgill has one more asset in filling the number one administrative broadcast job in the FCC: he's determined.

It's that last factor that is almost the ultimate requirement in heading up the Commission's broadcast activities.

For broadcasting—particularly television—is beset with more problems today than almost anytime in its short history.

Pandora's Box • There's the tv allocations problem. There's pay tv. There's the network investigation. There's community tv systems. There's the question of on-channel boosters.

And there are the standard radio problems: program classification, longer hours for daytimers, higher power requests from regional stations, and the hangover clear channel and daytime skywave cases.

Only someone determined is able to plug away at these vital and troublesome problems—and keep his sanity.

That's another asset Hal Cowgill brings to his job, sanity.

Mr. Cowgill's broadcast experience was honed on the strap of a uhf station, WTVP (TV), in his home town of Decatur, Ill.

In 1952, then a lawyer specializing in communications law, Mr. Cowgill persuaded a group of Decatur businessmen to apply for tv. This was after the freeze was ended in April of that year.

After the group was organized, it was obvious that it needed someone who understood the intricacies of securing a permit and building a station. The members talked Mr. Cowgill into taking that job.

In 1953, Mr. Cowgill resigned his law association and took over as vice president and general manager of the ch. 17 outlet. The uhf station went on the air in August 1953 and in November was writing in black ink on its balance sheet.

The Decatur Story • Harold Cowgill was born July 22, 1900, in the history-charged area of mid-central Illinois. Decatur is where Abe Lincoln established his first law office. In fact the Civil War was very much alive in Mr. Cowgill's young days. His grandfather had served General Grant personally as a mounted courier. This was in Grant's western campaigns. There were many veterans of the War Between the States in Decatur when young Cowgill was growing up, going through the grade school and high school and three years at the small Presbyterian-sponsored James Milliken U. Mr. Cowgill also attended the U. of Illinois at Urbana, not far away.

During his high school and college days Mr. Cowgill played ball. So well, indeed, that during summers he played semi-pro; he was the catcher on the Litchfield, Ill., team.

He had one other distinction in his youth. In 1918 he was shorthand champ of the state of Illinois.

Mr. Cowgill's first job was with the Wabash Railroad. Decatur is a railroad town and Mr. Cowgill's father was a railroad man. Young Cowgill worked in the railroad office and soon became an expert on rates and tariffs. In 1929 he took a civil service examination for the Interstate Commerce Commission in Washington. He was number one on the list.

That same year he went to Washington and joined the ICC as a rates and tariffs specialist. When the Railroad Retirement Board was established in 1934, he transferred there.

The Road to FCC • But his stay there was short-lived—thanks to the U. S. Supreme Court which declared the act unconstitutional. This was in 1935, the same year he received his law degree from George Washington U.

Mr. Cowgill: calm and determined

He was, in a manner of speaking, out of a job, but only for one week. A friend knew FCC Comr. Paul A. Walker, then in charge of the common carrier panel of the newly organized FCC. Mr. Walker was anxious to get a good rates and tariffs man into the Commission and Mr. Cowgill's availability was a godsend. The Illinois Republican joined the FCC and was immediately put on the telephone probe.

Mr. Cowgill stayed with the FCC for nine years, all with the Common Carrier Bureau which oversees telephone and telegraph rates and regulations.

In 1944 Mr. Cowgill resigned to join the Segal, Smith & Hennessey law firm. He was with the firm for nine years, rounding out his communications law knowledge from the outside. He left in 1953 to take over the leadership of the Decatur tv station.

His year with the Decatur uhf station grounded him well in the business side of radio communications. He was responsible for getting the papers through the FCC. He had to build the station, organize a staff, and make commitments for programs and network affiliations.

This ability to run a "happy ship" is inherent in Mr. Cowgill's whole personality. He very well could personify the skipper who is affectionately known as "the old man" and whose quiet calmness in periods of stress and strain endear him to his people and mark him as an able administrator.

Back to FCC • It was in December 1954 that Mr. Cowgill rejoined the FCC as chief of its Common Carrier Bureau. Two years later he was chief of the U. S. delegation to the Geneva conference on international telegraph matters.

In May 1957 he was named chief of the Broadcast Bureau.

He got the word two hours before the announcement was made. He was asked if he would like the job. When he asked for a couple of days to think it over, he was told, "Too bad, the announcement will be out in two hours."

In 1924 Mr. Cowgill married his home town sweetheart, Rena Belle Landers. They have one daughter, Mary Estelle, now Mrs. Alfred Wheeler Smith. The Cowgills live in Bethesda, Md., just outside Washington.

Mr. Cowgill's present hobbies are limited. Ranking at the top is his grandson, 5-year-old Charles Richard Smith. When Chuck is a little older Mr. Cowgill looks forward to taking him to see the local ball club in action. He figures a grandfather who knows the game first-hand should be good for a boy.

EDITORIALS

NAB postlude

IF the membership is heeded, the NAB will never return to the wide-open, free-for-all annual convention. Members heavily favor the limited ownership-management format, invoked for the first time at last month's sessions in Chicago.

A Pulse-BROADCASTING survey made during the convention shows this conclusively, as reported in this issue. Seven out of 10 delegates approved the ownership-management limitation, and three out of five favored the scaled-down exhibits, limited to heavy broadcast equipment.

The results come as no surprise. Because there were fewer distractions, regular sessions were well attended. It was a decided improvement over conventions in the recent past.

This, however, is only the beginning of a new convention era. There were more satellite meetings than main sessions. Special groups of broadcasters have special interests. So they met separately. The NAB convention provided the convenient gathering point.

The convention thus was a clear demonstration of the inexorable movement toward a "federation" of broadcasters, with each special interest group conducting its own affairs. Inevitably there will come a physical reorganization of the NAB, which will serve as the policy level "umbrella" over these segments of broadcasting.

The existing NAB structure was laid out under a 1938 reorganization. Changes came with the advent of fm and television. Then came the creation of the Radio Advertising Bureau and later the Television Bureau of Advertising as separate entities to look after commercial exploitation of these media.

The broadcast media have changed radically in the past two decades. The physical structure of the NAB has not.

There is a bigger job to be done, in keeping with the phenomenal growth of radio and television. Businesswise, they are sharply competitive. Philosophically, from the legislative and regulatory standpoints, they are the same. Both use the same free air which must remain free. That is the level at which the NAB must function and on which there can be no conflict of interests among the various segments of broadcasting.

The leadership in broadcasting is cognizant of the problem. Before the next NAB convention in Chicago, a year from now, a full-blown reorganization plan must be evolved.

Television and politics

WHO will win the presidency in 1960? That's anybody's guess. But there's no guesswork involved in how he will win. He will be the candidate, whatever his party, who projects himself best over television and radio.

Although the political conventions are 16 months away, the 1960 elections are being talked up ahead of normal schedules. And there's more early talk about the part the broadcast media will play than we've ever heard before, even though party professionals have known for some years now that radio, and latterly television, spell the difference between success and failure at the polls.

Privately, most holders of elective office will tell you that without the electronic media, they could not have won their last contests. Publicly, many of them will cover up, for fear of antagonizing their home newspapers.

But there are not as many who will hedge as there used to be. For example, freshman Sen. Kenneth Keating (R-N.Y.) said recently in a talk before the Washington chapter of the American Women in Radio & Tv that "without any question, I owe my ability to sit (in the Senate) to radio and tv." And he added: "There is no medium which is as effective as radio-tv."

Two other Senators who participated in the same panel—Mike Mansfield (D-Mont.) and Hubert Humphrey (D-Minn.) agreed that the electronic media have become the one dominating factor in winning and losing elections.

The survey conducted by Cunningham & Walsh, New York advertising agency, on the effect of tv in establishing a political candidate's personality and image in the mind of the voter (BROADCASTING, March 23) is bound to enliven interest in tv campaigning. This survey was conclusive in the finding that voters in the New York gubernatorial campaign last year favored one candidate (Rockefeller) over the other (Harriman) because of tv. The survey found, moreover, that tv rates equally with newspapers as the "most important news source about candidates."

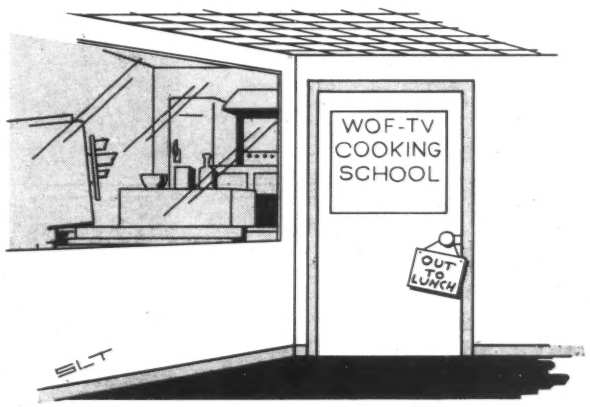
There is a sobering lesson in the now universal discovery that the electronic media constitute the greatest single force in electioneering. The politicians will be watching networks and stations for any indication of favoritism, however slight. Partisan politics have never played a part in network or station operations, unlike newspapers. They never should.

From now until the elections in November 1960, broadcasters will be well advised to exercise extreme vigilance in the handling of their political broadcasting. The penalty could be more indiscreet legislation—even worse than the paralyzing effects of Section 315.

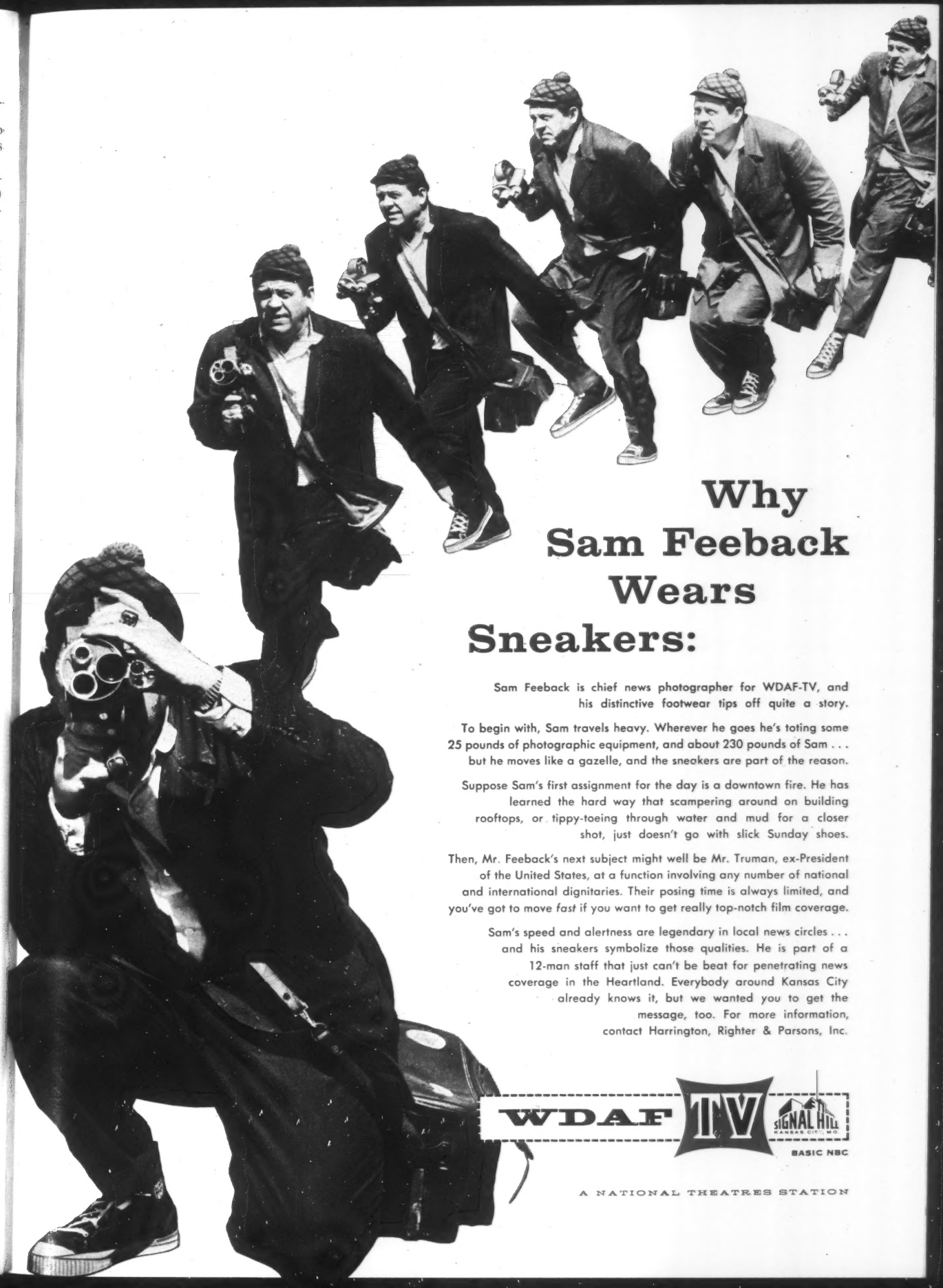
Double play

TELEVISION can do many things that newspapers cannot, and it does some that many of them dare not do or at least would be reluctant to undertake. Into the latter category, we venture, falls the study of journalistic responsibility that CBS-TV launched on its *Great Challenge* series a couple of Sundays ago.

The question of whether American journalism is meeting its responsibilities is hardly one to be given extensive space in most newspapers. But the subject is worthy of wide public exploration, and it is to television's credit that CBS-TV, in cooperation with the Sigma Delta Chi professional journalism fraternity, was willing to open it up—with no favors asked for broadcast journalism, which is an increasingly important part of the whole—to frank and open discussion. In the process, by pointing up some of broadcasting's special problems, television not only demonstrated its own responsibility in a sensitive area but also contributed something of value in its own public relations behalf.



Drawn for BROADCASTING by Sherwin L. Tobias



Why Sam Feeback Wears Sneakers:

Sam Feeback is chief news photographer for WDAF-TV, and his distinctive footwear tips off quite a story.

To begin with, Sam travels heavy. Wherever he goes he's toting some 25 pounds of photographic equipment, and about 230 pounds of Sam . . . but he moves like a gazelle, and the sneakers are part of the reason.

Suppose Sam's first assignment for the day is a downtown fire. He has learned the hard way that scampering around on building rooftops, or tippy-toeing through water and mud for a closer shot, just doesn't go with slick Sunday shoes.

Then, Mr. Feeback's next subject might well be Mr. Truman, ex-President of the United States, at a function involving any number of national and international dignitaries. Their posing time is always limited, and you've got to move *fast* if you want to get really top-notch film coverage.

Sam's speed and alertness are legendary in local news circles . . . and his sneakers symbolize those qualities. He is part of a 12-man staff that just can't be beat for penetrating news coverage in the Heartland. Everybody around Kansas City already knows it, but we wanted you to get the message, too. For more information, contact Harrington, Righter & Parsons, Inc.

WDAF TV SIGNAL HILL KANSAS CITY, MO.

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